

# NATALIE TIMPERIO

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## ABOUT ME

I'm a storyteller who crafts personality-packed content with real and relatable messages. My experience spans editorial, marketing, and internal communications across digital, social, and print media, brand campaigns, and user experience. As an interior design student, I'm expanding my creative perspective, blending functionality with aesthetics to enhance people-centered experiences.

## MY EXPERIENCE

### 2023 - PRESENT

#### COMMUNICATIONS SPECIALIST

Co-operators | Toronto, ON

- Develop internal communications reaching 5,000+ employees across newsletters, email campaigns, and intranet content
- Streamline workflows; reduced errors by 30% and turnaround times by 20% over one year with a new process manual and peer review system
- Deliver tactics on schedule; includes a weekly internal communication with a circulation of 6,000+ employees and an open rate exceeding 80%
- Increase brand awareness through strategic communication plans and multi-channel campaigns
- Managed a multi-million RFP, delivering persuasive messaging through four rounds of edits with 15+ stakeholders

### 2012 - PRESENT

#### FREELANCE WRITER

Natalie Timperio Writing | Toronto, ON

- Consult and provide content for clients; includes the development of brand voice, content management and process workflows
- *Jimdo*: Collaborate with teams (e.g., product, creative, localization) cross-functionally to write and edit marketing and UX-centric content reaching 400K+ users; includes email, brand campaigns and user interfaces
- *Narcity/MTL Blog*: Developed sponsored content including informative articles, listicles and reviews for Canada's leading millennial online brand reaching 4.5M+ readers per month; average views per article exceeded 4K

### 2022 - 2023

#### WRITER

Symend | Toronto, ON

- Develop and edit copy for engagement playbooks spanning 55+ behavioural science strategies for telecom clients within Canada, the U.S. and Latin America
- Provide recommendations for copy improvements and process among team of 12+ behavioural scientists
- Leverage knowledge of digital marketing and user experience to revise, optimize and deliver client-tailored copy that leads with empathy while driving customer engagement

### 2019 - 2022

#### UX WRITER (2021 - 2022)

Co-operators | Montreal, QC

- Leveraged user research to write and edit copy for digital platforms including site and app content reaching 400K+ users
- Increased readability of content and microcopy within main user portal by 20%
- Contributed to the development of accessibility guidelines

#### PUBLISHING SPECIALIST (2019 - 2021)

Co-operators | Montreal, QC

- Managed an internal advisor and agency communication for 500+ recipients on a daily basis; average open rate per email exceeded 90%
- Edited and proofed product manuals spanning 1,000+ pages for national product lines (e.g., commercial, farm and home)

## +MY EDUCATION

### 2023 - PRESENT

#### TORONTO METROPOLITAN UNIVERSITY

Certificate, Fundamentals of Interior Design

### 2021

#### NORTHEASTERN UNIVERSITY

MS, Corporate and Organizational Communication

### 2012

#### MCMASTER UNIVERSITY

BA (Hons), Political Science and Peace Studies

## +MY SKILLS

Conceptual: communication planning, creative ideation, digital & social media strategizing

Technical: Microsoft Office suite, Adobe Lightroom & FrameMaker, WordPress, Figma

## =THE TOTAL PACKAGE

You know what to do.