

NATALIE NEWPORT

DIGITAL & SOCIAL MEDIA STRATEGIST

Managed digital and social media newsrooms since 2014 at local and national levels. Created social media and digital strategies for newsrooms that enhance and adapt video content for social media and website audiences. Trained and coached journalists from various backgrounds to create optimized content for major news events such as presidential elections, severe weather and special investigations.

Followed analytics to determine how best to structure content and grab audience's attention with topical and factually accurate headlines. Proven record of increasing viewership and engagement by 900% for social media and CMS platforms in less than three months.

Capable of working in a fast-paced, deadline-oriented environment requiring constant situational agility and vigilant attention to detail. Strong knowledge of current events with a wide background covering past political, social justice-related and historical events.

CONTACT

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WORK EXPERIENCE

DIGITAL STRATEGY MANAGER

Spectrum News/NY1

2022-PRESENT

- Coached DC-based team of journalists to create original digital and social media content for various political events that garnered more than 1M impressions in 2024
- Implemented livestream strategy for YouTube channel growing subscriber rate by 900% in less than three months
- Led digital and social media content coverage plans and strategies for major events such as State of the Union, Super Tuesday, Election Night 2024, hurricane coverage and special investigative pieces
- Created and presented social media and digital content strategies to stakeholders including CEO
- Utilized current video editing trends and analytics to create content that consistently performed well above average with a click-through rate of nearly 7%

SENIOR DIGITAL CONTENT PRODUCER

Hearst Television

2013-2016

- Managed digital and social media content related to 26 news websites for stations from Boston to Sacramento
- Utilized Google Analytics, researched trending topics and held editorial meetings with Broadcast teams to keep social media platforms, websites and apps up to date and relevant with what audiences are searching for online
- Spearheaded four different video focused digital-only content series that each averaged on 500K views per post
- Created content for political, weather and national events for multiple social media platforms based on analysis on metrics showing best times to post.
- Mentored and managed a team of seven content producers on how to optimize social media content and digital content for news on a local and national level
- Mined and analyzed data to formulate creative growth strategies for social media platforms, websites and apps
- Worked with team to craft optimized push alerts to increase push-to-open rate from 5% to more than 10% per push alert, including breaking news alerts

SENIOR DIGITAL CONTENT PRODUCER

E. W. Scripps Television

2016-2019

- Crafted articles and cut videos from newscasts for every broadcast story as well as digital-only coverage
- Managed one digital content producer and dictated how web homepage and app homepage looked throughout the day depending on breaking news coverage and current stories
- Took the lead for digital [web and app] political coverage of 2016 including the presidential election and local elections
- Edited articles and fact-checked any content that went up on digital and mobile app platforms on a daily basis
- Identified livestream opportunities at local and national level for news website and app

EXPERTISE

- Adobe Premiere Pro & Photoshop
- Final Cut Pro
- YouTube, Instagram, TikTok,
- News App & CMS Management
- Breaking News Coverage
- Excellent Editorial Judgement
- AP Style
- News Editing [Articles, Videos]
- Google Analytics
- Dataminr
- Canva
- SEO Expertise

REFERENCES

Aaron McColloch

Former Manager

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Kristina Lucarelli

Former Manager

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Amy Sullivan

Former Manager

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Erin Billups

NY1 Co-Worker

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