

NATALIE NEWPORT

DIGITAL | SOCIAL MEDIA

CONTENT PRODUCTION & STRATEGIST

Experienced social media and digital content producer and strategist for national and local news groups since 2014. Produced, scripted, edited and posted social media content, with a speciality in short-form videos, for multiple breaking news situations. Wildly talented at converting on-air coverage for digital and social media platforms that has a viewership of millions and engagement rates of nearly 50%

WORK EXPERIENCE

CONTACT

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- 📍 New York City

EXPERTISE

- Premiere Pro/Final Cut Pro/Cap Cut
- All Adobe Programs
- All Microsoft Programs
- All Google Programs
- Short-form video
- Canva
- CAPCUT
- Excellent Editorial Judgement
- Copyediting
- Copywriting
- MLA Style
- AP Style

REFERENCES

Aaron McColloch
Former Manager
918.704.6652

Kristina Lucarelli
Former Manager
908.400.2654

Amy Sullivan
Former Manager
318.955.5230

MANAGER, DIGITAL STRATEGY

Spectrum News/NY1

2022-PRESENT

- Created and led strategies focused on short-form videos for major political and news events such as the State of the Union, Super Tuesday, Election Night 2024, hurricane coverage and special investigative pieces
- Produced, scripted, shot and edited multiple short-form videos with a team of DC-based team of journalists to create original digital and social media content for various political events that garnered millions impressions
- Utilized current video editing trends and analytics to create content that consistently performed well above average with a click-through rate of nearly 7%
- Grew YouTube account by nearly 50K subscribers in less than two months through Shorts strategy and content creation
- Identified key moments in breaking news scenarios to generate short-form videos for multiple stations and multiple social media platforms [Instagram, TikTok and YouTube Shorts]

SENIOR LINE/CREATIVE PRODUCER

Movers & Shakers

2021-2022

- Worked directly with companies such as TikTok to learn more about how short-form videos are created and perform well on Instagram, TikTok and YouTube Shorts
- Senior producer for multiple short-form video campaigns for companies such as Neutrogena, Sally Hansen, Target and more
- Created out-of-the-box short-form video campaigns such as holiday movies for Amazon and competitions like SKINU for Neutrogena
- Develop and maintain positive relationships with clients, cross-functional teams, vendors, and contractors
- Weave the realities of production with strong creative ideas, ensuring the proper balance of "pushing the envelope" and feasibility during the ideation and planning stage

SENIOR DIGITAL PRODUCER

HEARST TELEVISION

2016-2019

- 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