

NATALIE NEWPORT

SOCIAL MEDIA PRODUCTION | DIGITAL NEWS PRODUCTION | SHORT
FORM VIDEO PRODUCTION | CONTENT STRATEGIST

More than 11 years of experience working in local and national newsrooms teaching and managing them on how to create content for social media - specifically short form videos. Able to work in high pressure breaking news situations. Generates content that garners nearly 50% engagement rates toppling the average rate of 3%. Passion for showing newsrooms how audiences are shifting quickly towards mobile first news consumption and teaching them how to optimize it.

WORK EXPERIENCE

CONTACT

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📍 New York City

SOCIAL MEDIA STRATEGIST/DIRECTOR Independent

2025-2026

- Worked directly with anchors, correspondents, producers from local and national networks like KXAN, CBS News and more to develop social media presences from scratch
- Taught classes based how to create short form video, SEO optimize their social profiles and create/edit video content
- Mentored young journalists on how to develop social media strategies and brands as independent journalists

EXPERTISE

- All Adobe Programs
- All Microsoft Programs
- All Google Programs
- Canva
- CAPCUT
- Excellent Editorial Judgement
- Copyediting
- Copywriting
- MLA Style
- AP Style
- Monday, Asana
- Parse.ly
- Dataminr
- Hootsuite

MANAGER, DIGITAL STRATEGY Spectrum News/NY1

2022-2025

- Developed platform-first digital and social media strategies focused on creating a holistic brand/messaging across Meta, TikTok, X, YouTube and more
- Implemented strategies across newsrooms around the nation showing them how to leverage content to increase audience growth, engagement, and align with revenue goals
- Utilized current video editing trends and analytics to create content that consistently performed well above average with a click-through rate of nearly 7% above the average of 3-5%
- Managed a team of several journalists to create 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
- Created a three hour class where I would teach newsrooms around the nation how to optimize their content/profiles, specifically short form video, for social media during breaking news and beat coverage
- Used analytics to hit quarterly KPIs which were presented to VPs, CEOs and senior leadership per quarter
- Helped launch multiple Spanish-first social media platforms for Spectrum Noticias

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 millions of 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

REFERENCES

Aaron McColloch
Former Manager
918.704.6652
Kristina Lucarelli
Former Manager
908.400.2654
Amy Sullivan
Former Manager
318.955.5230