



NATALIE NEWPORT

DIGITAL MEDIA PRODUCTION

10 years of experience in creating and producing digital media focused on politics and current events, including videos, podcasts, articles, social media posts, special coverage and static and interactive web content, with a record of using content to enhance a brand's digital presence, increase engagement, and grow an audience

Capable of working in a fast-paced, deadline-oriented environment requiring constant situational agility and vigilant attention to detail Ability to balance numerous competing priorities, pivot strategically as needed, and generate outside-the-box data-driven solutions

CONTACT

✉ natalienewport1891@gmail.com

☎ 918.406.4018

📍 New York City

WORK EXPERIENCE

DIGITAL STRATEGY MANAGER

Spectrum News Aug 2022 - Present

- Work across Spectrum News platforms : linear, digital, and streaming/VOD to create content strategies that align with the Spectrum News brand
- Partner with Product teams to optimize digital platforms through homepage structure and placement as well as functionality
- Strategize with Audience teams to support decision making on the programming of our digital platforms in real-time
- Create and project manage the launch of several original streaming special programs on digital and social media platforms
- Utilize my knowledge of digital and social platforms to initiate first social media strategy that aligns Spectrum News' brand with current digital and social media trends
- Managed Spectrum News social presence and created both paid and organic content strategies that garnered 50% engagement growth in less than two weeks

LINE PRODUCER

Movers + Shakers 2021 - August 2022

- Oversee end-to-end production of large digital campaigns and live productions
- Generate estimates and resource planning to anticipate team bandwidth, length of allocation, etc. for each project
- Organize and oversee of all vendor and contractor agreements as well as all invoices and payment

SENIOR DIGITAL PRODUCER

Freelance July 2020 - Aug 2021

- Oversee all content creation, digital production, digital branding, project management, and budget management
- Worked with companies such as Baron&Baron, Bright Path Strong, and Sarah Colt Productions

EXPERTISE

- Digital Branding
- Social Media Marketing
- Adobe Premiere/Final Cut
- American Politics
- SEO
- Digital Strategy
- KPI Tracking
- A/B Testing
- CMS

REFERENCES

Aaron McColloch
Former Scripps Manager
918.704.6652

Kristina Lucarelli
Former Hearst Manager
908.400.2654

Amy Sullivan
Former Scripps Manager
318.955.5230



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WORK EXPERIENCE

SENIOR INTEGRATED PRODUCER

Brunner Nov 2019 - July 2020

- Initiate, maintain, and manage client marketing and brand awareness projects with budgets ranging from \$200K to \$600K
- Direct and coordinate day-to-day agency efforts on 15+ accounts with a focus on retention through service and results
- Gather requirements and identify goals for marketing campaigns
- Create project schedules and ensure milestones are met

SENIOR DIGITAL CONTENT PRODUCER

Hearst Television Nov 2016 - Nov 2019

- Managed digital media production projects, including designing workflows, tracking deliverables, and creating calendars/schedules
- Produced 2 weekly newsletters focused on creative branding
- Increased subscribers from 400 to 3,700 in less than 6 months
- Mentored a team of 7 content producers that provided digital media for 20+ brands nationwide
- Mined and analyzed data to formulate creative growth strategies

SENIOR DIGITAL CONTENT PRODUCER

E. W. Scripps Television May 2014 - Nov 2016

- Collaboratively created organic and paid digital content strategies
- Developed the company's social media presence in alignment with each brand and individualized brand strategy
- Produced over 100 articles, 25 videos, and 100 social media posts and graphics on a weekly basis
- Grew the social media platforms by 47% in less than 1 year
- Generated and presented various weekly reporting metrics

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EDUCATION

OKLAHOMA STATE UNIV.
BFA | English Language
2013