

Natalie Daher

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Skills

Final Cut Pro, Adobe
InDesign and Premiere,
iMovie, Word Press, basic
HTML/CSS, Microsoft
Office, Editing, CMS
management, SEO,
Chartbeat, Crowdtangle,
Omniure, Tweetdeck,
social media

References available
upon request

Experience

QUIDDITY CONSULTANT

March 2018-present in New York, N.Y.

- Helping launch a digital consumer lifestyle magazine focused on commerce culture for a young, urban audience
- Producing features and Q&A's on brands through interviews, research and reporting
- Writing blog posts on news related to product categories
- Pitching & coordinating with potential collaborators or subjects across a range of feature types

FREELANCE WRITER

Fall 2016-present for various outlets

- The Daily Beast, Longreads, CNBC, National Geographic Adventure, Racked, The Atlantic's City Lab, Atlas Obscura and The Riveter Magazine
- Contacted by The Week magazine to write columns on culture, politics or business
- Co-author a newsletter, Clipped, about historical & contemporary women's media

VOCATIV GROWTH EDITOR

November 2017-January 2018 in New York, N.Y.

- Managed social accounts and wrote text for video on YouTube, Twitter, Facebook and Instagram
- Pitched daily video ideas related to international and trending news that resonated with Vocativ's audience
- Produced weekly newsletter
- Edited, packaged and A/B tested content for distributed platforms across mobile, social and email
- Analyzed traffic and performance data and research industry trends to inform and shape editorial strategy

CNBC DIGITAL NEWS ASSOCIATE

January 2017-Nov 2017 in Greater New York City area

- Initiated and managed content partnerships and built a syndication network to boost online audience
- Organized daily & long-term editorial calendars and content strategy for distributed platforms, including breaking news, features and special projects
- Assisted in developing growth strategy for Apple News
- Reported and wrote enterprise stories for weekend, Make It and special projects editors
- Identified and contacted contributors with distinct voices on business or politics for commentary section

STAR TRIBUNE METRO REPORTER + FEATURES REPORTER

June 2015-Dec 2016 in Minneapolis, Minn.

- Reported breaking and enterprise stories on southern metro suburbs
- Covered weekend general assignment shifts
- Reported and wrote long-term lifestyle stories and profiles
- Covered arts & entertainment events

THE PITT NEWS EDITOR-IN-CHIEF

August 2014-April 2015 in Pittsburgh, PA.

- Managed a team of about 60 editors and writers
- Lead production of daily issues, special editions and social media content
- Served on the paper's Advisory Board to conceptualize longer-term goals

Education

UNIVERSITY OF PITTSBURGH GRADUATION APRIL 2015

B.A. English Writing and Communication | GPA 3.8/4.0

Recognition

Part of a team that won:

- National Society for Features Journalism, 2016 best section (top five in U.S.)
- Pennsylvania Newspaper Association Keystone Press Award, 2015 honorable mention for news writing