





# NATASHA RAMIREZ

## CONTACT

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801-615-3112   
natashaleighramirez 

## EDUCATION

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### BRIGHAM YOUNG UNIVERSITY

Major: Communications  
Journalism/Digital Media emphasis

## SOCIAL MEDIA PROGRAMS

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Social Flow  
Campaign Monitor  
Google Analytics  
Parse.ly  
Chartbeat  
Over  
Sailthru  
Later

## DESIGN PROGRAMS

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Adobe Premiere Pro  
Adobe InDesign  
Adobe Illustrator  
Adobe Photoshop  
InVision  
UXPin

## CODING SKILLS

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HTML  
CSS  
JavaScript

## EXPERIENCE

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### AUDIENCE DEVELOPMENT FELLOW

*Outside Magazine / Santa Fe, NM / Jan. 2020 - Current*

Launched the company's TikTok account and created/shot/edited its video content with an engagement rate of 7.16%

Curated and wrote the weekly Indefinitely Wild newsletter with an open rate of 68% and a click-through rate of 16%

Wrote posts for Twitter, Facebook, and Instagram with a combined following of more than 2.5 million followers

Collaborated with the audience team in daily headline brainstorming sessions

Embedded with the editorial team to help provide analytical insights on site content

### WRITER & SOCIAL MEDIA SPECIALIST

*BYU Marriott School of Business / Provo, UT / 2019*

Wrote features for the School of Business's website, alumni magazine, and newsletters

Designed graphics and wrote content for the School of Business's social media channels

Reviewed social media analytics to increase engagement and build annual reports

### EDITORIAL INTERN via AMERICAN SOCIETY OF MAGAZINE EDITORS

*Inc. Magazine / New York City, NY / Summer 2019*

Nationally selected through the American Society of Magazine Editors internship program

Researched, reported, and wrote original stories for Inc.com and Inc. Magazine

Fact-checked the magazine's monthly issue, including special packages like the Inc. 5000

Vetted and interviewed female CEOs and startup founders for the Inc. Female Founders list

### SEO INTERN

*Clearlink / Salt Lake City, UT / Summer 2018*

Completed full audits of Clearlink brands and provided options for increasing search position

Improved UX design of company brand sites to increase customer satisfaction and conversion

Researched competing sites to increase link-building while maintaining white-hat SEO tactics

### LEGISLATIVE & PUBLIC AFFAIRS INTERN

*USAID / Washington D.C. / Fall 2017*

Created media plans for the Agency's new communication initiative #USAIDTransforms

Assisted Protocol Officers during high profile meetings and ambassador attended events

Created content for the joint State Department and USAID Hometown Diplomat Program

Vetted speakers at the top of their fields in humanitarian work for bureau-wide events