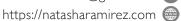
# NATASHA RAMIREZ

## CONTACT

# natashalramirez@gmail.com 🖾









# **EDUCATION**

## **BRIGHAM YOUNG UNIVERSITY**

Major: Communications Journalism/Digital Media emphasis

# **SOCIAL MEDIA PROGRAMS**

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

## **DESIGN PROGRAMS**

Adobe Premiere Pro Adobe InDesign Adobe Illustrator Adobe Photoshop **InVision UXPin** 

# **CODING SKILLS**

HTML **CSS** JavaScript

## **EXPERIENCE**

#### 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