

NATALIE SCHWAB



CONTENT CREATOR & LEADER

CONTACT

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 Seattle, WA

EDUCATION

**BACHELOR'S DEGREE,
JOURNALISM**
University of Arizona
2008 — 2011

SKILLS

| Professional

Copy Writing & Editing
SEO
Data Analytics
Goal Setting
Project Management
Attention to Detail
Written & Verbal Communication
Building & Delivering Presentations
People Management
Relationship Building

SUMMARY

I have more than a decade of experience crafting, editing, and managing content to help businesses increase their web traffic, drive high-quality leads, build brand awareness, and acquire new customers. I have a knack for identifying efficient content topics that help businesses achieve their goals with fewer resources.

WORK EXPERIENCE

DIRECTOR OF CONTENT MARKETING
[Previously Sr. Manager of Content Marketing]
Zipwhip | 2018 — Present

I was hired to build and scale Zipwhip's first content marketing function to grow organic traffic, generate leads and move prospects down the funnel. I hired a team, built a strategy, and established processes for efficient content creation, including regular content planning, an editorial calendar and writing guidelines. In ~2.5 years my team accomplished the following:

- 10 data-driven e-books, which drove more than 10,000 downloads (leads)
- 325+ blog posts, accounting for more than 1.3 million page views and increased monthly organic traffic of more than 700%
- 42 webinars with 6,800 registrants
- 50 videos to educate and drive brand awareness
- Secured thousands of vital non-branded keyword rankings
- Built thousands of backlinks to improve domain authority
- Launched a branded podcast and published 36 episodes

I also wrote copy for the Zipwhip website, nurture email campaigns, events, digital ads, e-commerce flow, in-app product walkthroughs and more.

WRITER & MANAGING EDITOR
Redfin | 2015 — 2018

Through search-optimized evergreen content and timely data-driven reports, I helped increase Redfin's annual blog traffic by 130%, from 1.9 million to 4.4 million visitors. I also created content for Redfin's Homebuying and Selling Guides, which generated more than \$300,000 in revenue in the first year and a half. My responsibilities included:

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SKILLS

| Technical

Microsoft Office Suite
Google Analytics & Search Console
WordPress
SEM Rush
Ahrefs
Smartsheet
Marketo
Drift
Basecamp
HTML

REFERENCES

Available upon request

WORK EXPERIENCE CONTINUED

- Copy editing and publishing all content on Redfin's blog
- Conceptualizing and writing content using Redfin housing data
- Managing the editorial calendar
- Providing best practices to make the team more successful
- Compiling monthly traffic and conversion reports to gauge content performance
- Compiling a weekly Blog Digest to go out to Redfin's large list

LEAD EDITOR

[Previously Editorial Project Manager]
SheKnows | 2013 – 2015

I helped build and scale the largest community of female content creators in the world at the time. The Experts Among Us community generated thousands of pieces of unique content, driving high-volume traffic to SheKnows and opening us to new advertising opportunities. My responsibilities included:

- Managing the editorial calendar and strategically assigning content based on trending topics and past wins
- Reading, editing and publishing all Experts content on SheKnows.com (~7 articles/day)
- Scaling the program and reporting back to our executive team
- Working with our Product team for all technical issues relating to the CMS, landing pages, etc.

RECOMMENDATIONS

"Natalie is extremely organized, reliable and professional. But beyond that, she is a great writer and extremely creative. She worked magic across various teams and earned the respect of executives and engineers alike."

-Jani Strand, VP of Brand, Redfin

"Natalie is able to set strategic goals for content, develop metrics to track the success of that content, and continually optimize based on results. Thanks to Natalie, we grew our revenue, traffic and social media followers, and increased brand awareness and loyalty. She is great at managing multiple projects at once and always met our deadlines."

-Christin Camacho, Sr. Content Marketing Manager, Redfin