

Natalie Schwab

CONTENT CREATOR & LEADER

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 Seattle, Washington

 [LinkedIn.com/in/natalie-schwab/](https://www.linkedin.com/in/natalie-schwab/)

Education

BA, JOURNALISM

The University of Arizona
2011

Key Skills

Professional

Copywriting & Editing

SEO

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.

Experience

SR. MANAGER, CONTENT MARKETING | January 2022 - Present

Twilio, Seattle

Led editorial strategy on Twilio's top persona and industry programs, including Twilio for Marketers, Twilio for Customer Experience Leaders, and Twilio for Retail

- Developed detailed customer journeys for each persona, including content plans for every stage of the funnel
- Assigned and edited program content
- Built segments to track content in Google Analytics and reported out monthly
- Collaborated with senior leaders across departments, including Product Marketing, Developer Network, Social Media, and PR

DIRECTOR, CONTENT MARKETING | 2018 - 2022

Zipwhip (Acquired by Twilio), Seattle

I built and scaled Zipwhip's first content marketing function to grow organic traffic and drive demand generation.

- Hired a full team of content creators (written and digital)
- Established regular content planning, editorial calendars, writing guidelines, and best practices
- Established customer journeys
- Led the creation of 10 research-based e-books driving more than 10K MQLs
- Oversaw more than 40 webinars with nearly 7,000 registrants
- Strategized and assigned more than 325 blog posts to secure high-value keyword rankings, increasing monthly organic traffic by 700%
- Earned thousands of backlinks to build Domain Authority (PR & organic)
- Overhauled the company's Brand & Voice Guidelines
- Wrote all web copy and helped create our self-service model to scale revenue

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More Key Skills

Technical

Microsoft & Google Suite
Google Analytics & Search Console
WordPress
SEM Rush
Ahrefs
Smartsheet
Marketo
Drift
Salesforce
HTML
Airtable
Asana

Professional Development

MANAGER CORE TRAINING
LifeLabs Learning
Seattle, WA | 2020-2021

EMOTIONAL IQ FOR LEADERS
Blue EQ
Seattle, WA | 2018

Interests

Backpacking
Watercolor
Pottery
Snowboarding
Gardening
Cooking

Experience Continued

WRITER & MANAGING EDITOR | 2015 - 2018
Redfin, Seattle

I sat on the PR team and managed content production to drive media coverage and traffic. 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

- Led Redfin's editorial planning and oversaw editing and publishing of all content
- Wrote data-driven content on housing trends to secure media coverage and backlinks
- Scrupulously monitored trending news and worked with the team to cover
- Compiled a weekly Blog Digest to go out to Redfin's large distribution list
- Identified and onboarded syndication partners like MSN
- Managed guest contributor program to secure low/no-cost content
- Ran and managed budget for Redfin's social media

LEAD EDITOR (Previously Editorial Project Manager) | 2013 - 2015
SheKnows Media, Phoenix

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 valuable new advertising opportunities.

- Created the contributor program and scaled it to more than 1,500 writers
- Strategically assigned content based on SheKnows' editorial calendar and trending topics
- Read, edited and published all Experts content (~7 articles per day)
- Reported monthly on program performance to executive team
- Hosted educational webinars for Experts on everything from how to write a strong headline to how to use our CMS
- Partnered with Product on the launch of Momentum (a new CMS), which included beta tests, training materials, and testing UX of all tools

Recommendations

See my LinkedIn!