

NATALIE WILLIAMS

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Experience

VTDigger | Montpelier, Vermont

Senior Editor *January 2023–Present*

- Manage the multimedia team of seven people that consists of editors, reporters, a photographer and interns.
- Lead the publication's digital and audience strategies, looking toward analytics to guide — but not dictate — our choices for the digital-only outlet.
- Serve as co-chair of the diversity, equity and inclusion committee with goals of improving sourcing in our journalism, company culture, hiring and retention, and newsroom policies.
- Edit stories for structure, content and style, and guide reporters and interns through the publishing process from pitch to final edit.

Digital Editor *March 2022–March 2023*

- Oversaw social media accounts, podcasts, videos, livestreaming and more, and found new ways to meaningfully engage readers and increase web traffic.
- Spearheaded efforts to expand the company's use of analytics to inform decision-making and to evaluate success.
- Produced photos, created graphic illustrations and edited stories.

News Editor *March 2021–March 2022*

- Reviewed and edited stories for grammar, style, structure and accuracy.
- Developed VTDigger's style guide, researched entries and language standards, and led a committee through establishing newsroom-specific guidelines.

Bangor Daily News | Bangor, Maine

Visuals Coordinator *December 2019–March 2021*

- Took photos, produced videos and created visualizations to enhance the website.
- Expanded online visuals through graphic design, gifs, quizzes and other elements.

Digital Editor *June 2018–March 2020*

- Edited and packaged stories for online readers by using tools on the website, social media, newsletters, video content, push alerts and more.
- Led a complete update to the 2020 company style guide, making it more complete, Maine-specific and inclusive.
- Aggressively grew Instagram following, reaching the company's 10,000 follower goal ahead of schedule, allowing for expanded use of the platform.

Maine Maritime Academy | Castine, Maine

Adjunct Instructor *December 2018–May 2019*

- Designed a digital photography course from scratch that focused on composition and the technical basics of photography in addition to art history.

Big Bear Grizzly | Big Bear Lake, California

Reporter and Photographer *July 2016–June 2018*

- Investigated beats such as construction, health, water, utilities, arts and more.
- Earned first place for education reporting in 2018 and third place for local government coverage in 2017 through the California News Publishers Association.

Volunteer Experience

Mentor *March 2021–Present*

Journalism Mentors

- Regularly meet with young journalists to help them develop career skills.
- Coach on resume and cover letter writing, job applications, and more.

Speaker and Judge *March 2018–Present*

Assorted college media associations

- Develop and present talks for student journalists at college media conferences.
- Judge the College Media Association's annual Pinnacle Awards and other statewide awards.

Volunteer *March–May 2021*

Northern Light Health Vaccine Clinic

- Serve in non-clinical roles such as line manager or mobility attendant to help Mainers get COVID-19 vaccines.

Literacy Tutor *July 2017–April 2018*

Big Bear Lake Library

- Helped adults with basic literacy and English language skills on a weekly basis.
- Evaluated needs of learner to provide the best tools possible for their success.

Education

University of Vermont

Bachelor of Arts in history with an English minor

Skills

- Versed in Adobe Photoshop, InDesign, Lightroom, Premiere, Audition and InCopy.
- Experienced with Wordpress, Google Analytics, Chartbeat, Flourish, Datawrapper, MailChimp, Crowdtangle, Blubrry and basic HTML.
- Proficient in photography, news writing, AP style, social media management, video production and design.