NATALIE WILLIAMS

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Experience

Big Bear Grizzly *July 2016–Present*
The 76-year-old weekly newspaper in Big Bear Lake, California

Reporter *July 2016–Present*

- Investigate beats such as construction, health, water, utilities, arts and more.
- Produce photos to correspond with weekly articles and of assorted events.
- Serve as primary copy editor for articles in all publications
- Developed successful monthly column on veganism in Big Bear.
- Earned third place in the California News Publishers Association 2018 awards for local government coverage in the 4,301–11,000 circulation category.

San Diego Aviators *June–August 2017*
Professional World Team Tennis team based in San Diego, California

Social Media Support *June–August 2017*

- Managed Facebook, Instagram, Twitter and other social media accounts.
- Covered matches live on social media.
- Increased social media followings up to 14 percent in just two months.

VegNews Magazine *June 2015–October 2016*
The leading vegan lifestyle magazine formerly based in San Francisco, California

Digital Editor *January–October 2016*

- Collaborated with the publisher to establish a digital strategy for the magazine.
- Managed presence on key social media platforms such as Facebook and Twitter, monitored social media trends, and analyzed platform statistics.
- Grew the magazine's Twitter following by 20 percent in a year.
- Created weekly and monthly newsletters, online graphics, and photographs.

Additional position held: Editorial Assistant *June 2015-January 2016*

Seven Days *May–August 2014*
The leading alternative weekly newspaper in Burlington, Vermont

Editorial Intern

- Contributed photos and articles for the weekly newspaper, website, and other publications.

The Vermont Cynic *August 2011–April 2015*
The University of Vermont's student-run, award-winning weekly newspaper

Editor-in-Chief *November 2013–November 2014*

- Oversaw a staff of more than 100 to produce a 4,000-circulation newspaper.
- Managed the annual budget of $50,000 and implemented cost-cutting measures to eliminate $6,000 of debt.
- Received honor of 18th best college newspaper from the Princeton Review in 2014.

Additional positions held: Multimedia Editor *November 2012-November 2013,* Photo Editor *November 2011-March 2013*

Volunteer Experience

Big Bear Lake Library *July 2017–Present*
A San Bernardino County library branch

Adult Literacy Tutor

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

Vegan Outreach *May 2016–Present*
A vegan nonprofit organization

Mentor

- Communicate with new or interested vegans over email to provide guidance and advice.

San Francisco SPCA
July 2015–July 2016
A no-kill animal shelter located in San Francisco, California

Matchmaker Volunteer

- Socialized and played with cats to increase their comfort level.
- Facilitated meetings between potential guardians and cats.

Education

University of Vermont *2011-2015*
Bachelor of Arts in history with an English minor

Skills

- Versed in Adobe Photoshop, InDesign, Lightroom, InCopy and Premiere, and Final Cut Pro 7 & 10.
- Skilled on social media platforms such as Twitter, Facebook, Instagram, Snapchat, LinkedIn and Pinterest.
- Experienced in photography, news writing, AP style, social media management, video production and design.
- Familiar with Wordpress, Vertical Response, Salesforce, Hootsuite, Dropbox, Squarespace and basic HTML.