

NATALIE WADLEY

COMMUNICATIONS AND CONTENT MARKETING PROFESSIONAL

CONTACT

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PORTFOLIO:

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PROFILE

Strong communicator, marketer, content strategist and grammar nerd, experienced in content development, project management and strategic marketing initiatives.

SKILLS

- Content Development and Strategy
- Demand Generation
- Web content development
- Copywriting and Editing
- SEO and Google Analytics
- Project management
- Wordpress
- Facebook and LinkedIn Advertising

EDUCATION

BACHELOR OF ARTS, MAJOR IN ENGLISH
ANDERSON UNIVERSITY | 2010 - 2014
DOUBLE MINOR IN WRITING AND PUBLIC
RELATIONS

EXPERIENCE

CONTENT STRATEGY MANAGER

120WATER | APRIL 2021 - January 2023

- Wrote and developed content including e-books, case studies, blog posts, ad copy, social media posts, emails and more.
- Collaborated with internal SMEs, client success, and customers to develop technical pieces and tell unique customer stories.
- Managed website (on Wordpress) and increased website traffic by over 100% quarter over quarter.
- Developed an editorial calendar.
- Worked with PR, ad and industry media agencies to garner media coverage and promote company solutions.
- Supported the development of first ever lead nurturing email campaigns targeting prospective customers.

MARKETING COMMUNICATIONS MANAGER

REMODEL HEALTH | AUG 2018 - APRIL 2021

- Managed two complete website overhauls during tenure, including developing new content for new and existing webpages.
- Worked cross-departmentally to support sales and customer success in content development, including pitch decks, sales collateral, prospect and customer emails, customer gifts, and more.
- Developed campaigns targeting prospective customers through direct mail initiatives, advertising (social media, podcasts and more), landing page development, print materials and more.
- Managed all video projects from start to finish, including interviewing customers in-person. Worked with videographer to create 7 new testimonials during my time.
- Owned portion of the marketing budget and provided monthly expense reports and relevant data to VP of Marketing.
- Worked with BDR Manager to develop first ever marketing automation email workflows targeting prospects.
- Managed Marketing Specialist.

LEAD LISTING SPECIALIST

VIRAL LAUNCH | MAY 2017 - JULY 2018

- Managed team of copywriters. Assigned projects, reviewed work and assisted with training and customer engagement.
- Wrote SEO targeted copy for e-commerce products.
- Wrote company marketing materials as needed.

FREELANCE COPYWRITER

CATALYST MARKETING GROUP | OCT 2016 - APRIL 2018

- Generated website copy for clients.
- Wrote industry-specific blogs for clients.
- Assisted with other projects as needed.