

NATALIE TORRES GALLAGHER

SELF-MOTIVATED. COLLABORATIVE. AGILE.

WHO'S THAT?

I'm a strategy-driven communications professional with 10+ years of B2B inbound content and SEO marketing experience in the UX, healthcare and technology fields. My federal experience includes managing communications campaigns for the VA.

CONTACT DETAILS

Pronouns: She/Her

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SKILLS

Managing deadlines, budgets, details and people. Following up. Identifying compound modifiers and nitpicking per AP Style.

PROFICIENCIES

CMS platforms (Joomla, WordPress, HubSpot, Sitecore), Microsoft Office Suite (inc. SharePoint and Teams), Google Analytics, Mavenlink software, Teamwork software, Adobe Premiere Pro, Wrike, Asana, Brassring

AFFILIATED PUBLICATIONS

KANSAS CITY MAGAZINE

Food critic since Jan. 2016

MISSOURI LIFE MAGAZINE

Featured contributor since 2019

FEAST MAGAZINE

Featured contributor since Jan. 2016

THE PITCH

Arts editor, Sept. 2013 to Dec. 2015

ACADEMIC BACKGROUND

UNIVERSITY OF MINNESOTA - TWIN CITIES

Bachelor of Art in Art, 2010

Bachelor of Science in Retail Merchandising, 2010

LEADERSHIP AND OPERATIONS

SITE COMMUNICATIONS LEAD (MANAGER)

Cerner Government Services, Cerner | April 2020 - Present

- Manage small tactical team of direct reports, ensuring that their work aligns with project goals and upholds client standards
- Create messaging and deliverables to support Cerner's federal clients (VA, DoD) for both internal and external audiences
- Proactively collaborate with federal client (VA) and SMEs to deliver targeted artifacts to the right audience at the right time
- Execute communications strategy informed by competitive research, platform determination, benchmarking, audience identification and team collaboration
- Maintain and optimize communications within and across platforms and venues to increase the visibility of the federal client and project
- Stood up onboarding program new associates, including a five-week schedule, instructional materials and an internal SharePoint site

COMMUNICATIONS AND MARKETING

SR. COMMUNICATIONS PARTNER

Product Lifecycle Management (PLS), Cerner | Oct. 2018 to April 2020

- Developed client and associate communications for cloud/AI partnership between Cerner and Amazon Web Services
- Lead client education sessions highlighting new functionality for Cerner solutions and enhancements
- Wrote and copyedited UX Design Standards, establishing voice, tone and language guidelines; stood up this material on an internal Cerner wiki and socialized it across 10,000+ UX designers and engineers
- Spearheaded monthly Breakfast Club meetings, facilitating internal and external speakers for tech-focused learning discussions
- Managed, wrote and distribute monthly client communications newsletter detailing new innovations and urgent notifications

EXTERNAL COMMUNICATIONS LEAD

Earned and Social Media, Cerner | Jan. 2017 to Oct. 2018

- Created B2B content for the blog and website, designed to convert readers into sales leads and guide them through the funnel
- Leveraged data analytics to determine content opportunities (e.g., top lead-generating posts, highest converting CTAs) driving to KPIs
- Executed content marketing strategy, leading to 1314.3% increase in organic traffic to Cerner.com blog over one year
- Produced The Cerner Podcast for external audiences, including writing scripts, moderating interviews and post-production editing

CONTENT MARKETING MANAGER

BIGSHOT Inbound Marketing | Feb. 2016 to Dec. 2016

I managed a small team and analyzed content performance according to site traffic, click-through rate, bounce rate and conversion rate.

PUBLIC RELATIONS AND PROJECT MANAGEMENT

SOCIAL MEDIA & PR COORDINATOR

Crown & Sparrow | Aug. 2012 to Sept. 2013

I helped clients grow social media reach, cultivating a cohesive brand voice across multiple channels and created strategic press campaigns.

PROJECT MANAGER

MNfashion & l'etoile magazine | Nov. 2009 to Aug. 2012