

Natalie Whitlock

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Experienced professional with unique combination of communication, advocacy, and business leadership experience.
Seeking to devote my skills to a full-time professional role in the Utah Valley area beginning June 2020.

EXPERIENCE

Embark Behavioral Health—*top 50 healthcare org providing data-driven treatment* **Tempe, AZ**
Director of Content Strategy *May 2019 – Dec 2019*

- Established creative strategy and positioning to align with business goals across 12 unique divisions
- Provided content strategy consulting, training, editing, and style guidance for 24 social media marketers and content creators across 18 programs in 13 states
- Launched teen suicide awareness site (BEHAG.org) and led team of 8 to run campaign with the goal to reduce adolescent suicide in the US to all-time lows by 2028
- Performed company-wide content audits with gap analysis; build content calendars and roadmaps
- Authored original content to support strategy, including blogs, social media posts, press releases, landing pages, ad copy, web copy, white papers, newsletters, email campaigns, and brochures
- Performed keywords research and A/B testing; used keywords and SEO to improve rankings
- Ran organic and pay-per-view campaigns; grew Facebook page reach from ~100 followers to 125,000+

Their Story is Our Story—*international NGO focused on refugee story-telling* **Remote**
Director of Public Relations and Business Development *Jan 2019 – Present*

- Collaborate with 185-person multinational team to create meaningful opportunities to advance mission
- Write press releases, news pieces, marketing content, and newsletters
- Find and build relationships with relevant industry contacts and nurture cooperative partnerships
- Represented org (one of 6) at the United Nations Civil Society Conference in August 2019
- Established intern program and campus chapters to drive org growth and awareness of refugee issues

Impact China—*social enterprise providing educational student exchange* **AZ, UT, and China**
Founder and CEO *Jan 2012 – Feb 2019*

- Developed concept for startup pioneering US-style Chinese youth camp education
- Established formal partnerships with 25+ Chinese partners in cities across China by networking directly with Chinese business community
- Led groups of 15-45 teachers and students in 1-3 month volunteer teaching trips to China
- Designed original curriculum for 50+ ESL lessons and US-style extracurriculars such as writing, music, arts, dance, physical education, and hands-on science
- Acquired by leading Chinese education group, Qingqing Beijing / Green Camp

Education, Travel & Culture—*international J-1 visa student exchange org* **Phoenix, AZ**
Manager Southwest Region *Jan 2008 – Nov 2011*

- Responsible for company operations in AZ, UT, CO, NM and NV
- Supervised 12 field staff to facilitate and oversee 250+ student host family placements

Casaflora Communications—*small business providing marketing, writing, and editing services* **Phoenix, AZ**
Owner *Sept 1996 – Aug 2008*

- Wrote/co-wrote 13 books and 500+ articles for a variety of print and online publications including Intel, Tribune Media Syndicate, Nickelodeon, Women's Day, Parent's, Yelp, Conde Nast, and Viacom

EDUCATION

Brigham Young University **Provo, UT / Online**
B.S., Business Management *April 2021*

- Previously studied Journalism; completing final credits towards degree through BYU General Studies
- Courses include: Marketing Management, Organizational Communications, and Business Analytics

PERSONAL / SKILLS

- Classical pianist
- AZ Co-Chair Women for Ethical Government
- “Nana” to three adorable grandbabies
- Skilled in SEO, PPC/PPV and tools including Google AdWords, Google Analytics, Canva, MailChimp, Facebook Ads, and WordPress