

NATALIE L. MILLER

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SKILLS

Editing: AP and Chicago Style, Search Engine Optimization (SEO), multitasker, detail oriented, supervisor/leader

Social media / Networking: Facebook, Twitter, blogging, Hootsuite, Google+, Storify, Pinterest, others

Multimedia: Audacity, Windows Movie Maker, Final Cut Pro, SoundSlides, photography, videography, podcasting

Writing: Produce innovative content, make complex topics interesting and digestible to readers, self-starter, work well independently and in groups

Design: FrontPage, Photoshop, InDesign, Illustrator

PROFESSIONAL EXPERIENCE

Digital Editor

May 2016 – Present

Bridgetower Media, Boston, MA

masslawyersweekly.com, rilawyersweekly.com, and newenglandinhouse.com (May 2016-Present)

- Manage the digital content for three law websites: copyedit and post content daily (articles, blogs, podcasts, polls)
- Oversee and execute improvement projects to keep the websites robust and engaging
- Craft and send daily news, practice and job alerts to LW audience, as well as bi-weekly national alerts
- Manage all social media channels and audience engagement for all sites; and maintain large MA judge database
- Build law practice newsletters on a quarterly basis and post quarterly special sections

Features Editor / Editor

October 2013 – May 2016

Wellesley Information Services, Dedham, MA

Features Editor, SAPinsider, insiderPROFILES, and SAPinsiderOnline (April 2015-May 2016)

- Writer for two, quarterly print publications: interviewed SAP executives, customers, and subject matter experts (SMEs) for full-length articles, including case studies, Q&As, and ghostwritten expert columns
- Content creation for SAPinsiderOnline.com: articles, podcasts, blogs, videos, copyediting and posting content
- Assumed management and execution of the live Q&A lead gen, partner program in August 2015, which was previously held as a fulltime position

Editor, Insights Magazine (October 2013-April 2015)

- Launched a rebranded print publication and redesigned website less than three months after hire date
- Tripled the amount of content posted to the site and increased traffic by 300 percent over the previous year
- Executed content creation, strategic planning; and managed daily website maintenance, goals
- Crafted marketing copy, podcasts, whitepapers, and supplied content to the GWC online user community

Editor / Staff Reporter

September 2005 – October 2013

Gatehouse Media New England, Danvers, MA

Editor, Beverly Citizen and WickedLocalBeverly.com (July 2011 – October 2013)

- Promoted to one of GateHouse New England's flagship papers
- Supervised fulltime reporter and freelance writers
- Won two journalism awards: Science and Technology and Spot News
- Featured as the Employee Spotlight in the September 2013 employee newsletter for the 4-month coverage of a local girl's success on "American Idol," which led to a 51 percent year-over-year increase in unique visitors
- Continued to boost online traffic on Wicked Local Beverly, Facebook and Twitter

Editor, Malden Observer and WickedLocalMalden.com (December 2008 – July 2011)

- Promoted from town newspaper to larger, metro newspaper with bigger freelance budget, more writers to manage
- Successfully managed increase in workload while building relationships/contacts with key city players

Editor, Hamilton-Wenham Chronicle, WickedLocal Hamilton and Wenham (June 2007 – December 2008)

- Promoted from reporter to editor after just 21 months
- Managed two Wicked Local websites – created/posted stories, breaking news, polls, blog posts, videos and photo gallery/slideshows, managed reader comments, focused on SEO, managed/updated social media channels
- Wrote editorials on community issues, including political endorsements, government policy and charitable causes

Staff Reporter, Ipswich Chronicle (September 2005 – June 2007)

- Researched and wrote stories that covered all aspects of the town including municipal, school and police news, as well as town events, news, the arts, and community features
- Was able to quickly build relationships and the confidence of my readers and town officials
- My accurate, investigative and thorough reporting helped secure the publication as the paper of record in the town
- Won multiple awards for extensive coverage of the devastation caused by the 2006 Mother's Day flood

PROFESSIONAL FREELANCE WORK

Freelance Writer

August 2011 – Present

SOCO Magazine, Southcoast Publishing Group, LLC, Dartmouth, MA

- Research and write 1,400-2,000 word articles on various topics (crime investigation, food, arts, human interest)
- Full-color and glossy, this New England lifestyle magazine covers opinion, information and entertainment and is distributed throughout New England, most heavily in Greater Boston, Cape Cod and Rhode Island

Freelance Writer / Editor/ Project Manager

March 2010 – January 2012

Helium, Inc., Web-based company

- Wrote blog posts and edited content for online citizen journalism outlet
- Managed writers on various commercial advertising campaigns and edited their content

PROFESSIONAL AWARDS

1st Place, Science/Technology Reporting, "[Powder plasma will 'save lives'](#)"

New England Newspaper & Press Association's 2012 Better Newspaper Competition 2012

3rd Place, Spot News Story, for extensive coverage of [a local police officer shooting another officer at Starbucks](#)

New England Newspaper & Press Association's 2012 Better Newspaper Competition 2012

1st Place, Best Continuing Coverage, "[Floodwaters shut down roadways](#)"

Suburban Newspapers of America's 2006 Editorial Contest

1st Place, Weather-related story, for extensive local coverage of the "Flood of 2006" (Stories [1](#), [2](#), [3](#))

Community Newspaper Company Quarterly Editorial Contest

Judges notes: "With photos, newsy ledes, safety tips, an editorial and letters on the topic, the *Chronicle* deluged readers with valuable news on a flooding crisis."

3rd Place, Special Award, for extensive local coverage of the "Flood of 2006" (Stories [1](#), [2](#), [3](#))

New England Newspaper & Press Association's 2006 Better Newspaper Contest

EDUCATION

Bachelor of Arts in English Journalism

May 2005

University of New Hampshire, Durham, N.H.

Continuing education:

- Gatehouse Media's Newsroom Regional Series: Editing, writing, online and more
- Freelancing for Fun and Funds, Cambridge Center for Adult Education
- New England Newspaper & Press Association's annual convention and trade show

COMMUNITY INVOLVEMENT

American Red Cross Home Fire Campaign Communications lead / DAT volunteer

October 2015 – Present

Boston Cares member and volunteer

Fall 2011 – Present

Citizen Schools volunteer teacher, Journalism apprenticeship, Salemwood School, Malden

Fall 2009 – Spring 2011

Medford Youth Soccer Club Girls Travel Coach

September 2006 – June 2016

Volunteer reading coach for 25-year-old woman with learning disabilities

January 2008 – December 2009

Shadowed by high school student as part of "Student to Work" Job Shadowing Program

May 2007

Special Olympics volunteer at the University of New Hampshire

Summers of 2001, 2002 and 2003