

# Natalya Jaime

## Communications & Marketing Professional

### EXPERIENCE

#### Southern California News Group

##### Content Marketing Specialist

Aug 2021 - Present

- Spearheaded the development of the SCNG and Skyline marketing blogs and LinkedIn account.
- Managed the SCNG content marketing calendar to assist in generating MQLs and SQLs.
- Maintained email campaigns, including list management, templates, and campaign calendars.
- Implemented AI strategies to develop informative and engaging B2B content.
- Worked with leadership to overhaul and design the new SCNG and Skyline Studio websites.
- Applied CTA forms for a seamless customer website experience and to capture high-quality leads.
- Edited and updated SEO and blog content to ensure high search engine ranking results.
- Worked with the corporate business intelligence team to improve content marketing reporting.
- Provided creative direction on marketing rebranding efforts and promotional content.
- Led content marketing meetings to establish weekly and monthly strategies, goals, and metrics.
- Developed LinkedIn-sponsored content to increase website traffic by 40% and follower count by 263%.
- Initiated and oversaw a video marketing campaign that achieved a 30% increase in website traffic.
- Analyzed marketing data to identify trends and anticipate consumer needs.
- Increased [socalnewsgroup.com](https://socalnewsgroup.com) traffic and engagement MoM by 70% and YoY by 1,100%.

#### Los Angeles Magazine

##### Social Media Manager

Aug 2019 - Jun 2020

- Designed the Los Angeles Magazine social media strategy for accounts totaling over a million followers.
- Created and implemented a monthly social content calendar, driving website traffic by 130%.
- Scheduled, created, and distributed written content, videos, and images that increased brand awareness with 50+ posts across platforms per day.
- Executed social media marketing campaigns for events on behalf of the marketing and sales teams, boosting attendance by 80%.
- Established regular monthly and quarterly reporting of social media metrics.
- Increased social media followers by 160,000 across all channels in a year.

#### The Hollywood Reporter

##### Social Media Manager

Jul 2017 - Mar 2019

- Worked with team members to direct and manage *The Hollywood Reporter's* Facebook, Twitter, and Instagram accounts, totaling 6M+ followers.
- Curated UGC and developed social distribution strategies to engage the target audience weekly.
- Wrote 70+ lifestyle stories, helping to boost and drive traffic by 50% to the THR Style section.
- Monitored and tracked metrics/KPIs for social media, editorial, and video teams.

#### The Walt Disney Company—ABC News

##### Social Media Assistant

Jan 2017 - Apr 2017

- Monitored the ABC News social media accounts for political, lifestyle, local, and breaking news.
- Searched, gathered, and cleared social media content for ABC News digital platforms, *World News Tonight with David Muir*, and *Good Morning America*.
- Worked closely with show producers and digital editors to transcribe content.
- Pitched and wrote articles and produced livestream shoots for ABC News digital platforms.

[My Website](#)

[LinkedIn](#)

### SKILLS

Social Media, Google Analytics, Facebook Analytics, Social Media Content Management Platforms, WordPress, Parse.ly, Chartbeat, CrowdTangle, Salesforce, Outreach, Listrak, IZEA, Affiliate Marketing, Microsoft Office, Google Drive, Adobe Creative Suite, HTML, SEO, Cision, Asana, Project Management, Brand Strategy, Paid Social Media Advertising

### LANGUAGES

Spanish: Professional Working Proficiency

### EDUCATION

Hofstra University  
Hempstead, NY

**Master of Arts**

**Journalism**

May 2017 | GPA: 3.71

Salve Regina University  
Newport, RI

**Bachelor of Arts**

**Communications**

May 2012