



NATALIE HARMS

CONTACT

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EXPERIENCE

ASSOCIATE EDITOR FOR PRINT

HOUSTON BUSINESS JOURNAL | FEB 2015 - PRESENT

- Acted as a point person for all the award publications and managed each project from nominations, organizing meetings, directing photoshoots and writing and editing the publication
- Managed all four of HBJ's social media accounts, created social media graphics and wrote for daily postings
- Increased posting from 20 to 40 posts a day and doubled social media traffic in one year
- Lead several workshops and trainings for social media to the rest of the HBJ staff
- Wrote and edited several sections in the weekly paper and online
- Managed and edited guest written pieces
- Hired and managed a staff of 5 to 10 freelance writers

BLOG CO-FOUNDER

ITSNOTHOUTSME.COM | NOV 2014 - PRESENT

- Created a lifestyle blog focusing on Houston and tripled the blog's traffic year over year
- Organized and developed sponsorships and partnerships for posts or ads
- Managed and grew social media accounts
- Wrote 2-3 posts weekly, took pictures, designed graphics and coordinated content for email newsletters

FREELANCE WRITER

DISTRICT MAGAZINE, HOUSTONIA MAGAZINE, HOUSTON CHRONICLE, HOUSTON PRESS | DEC 2012 - JAN 2015

- Pitched stories to multiple publications
- Executed interviews and wrote adhering to deadlines

EDUCATION

BACHELOR OF ARTS, MAJOR IN JOURNALISM

UNIVERSITY OF HOUSTON | MAY 2014
MAGMA CUM LAUDE, HONORS COLLEGE

Served as news editor then managing editor of *The Daily Cougar*
Held three different leadership positions within the Terry Foundation Student Organization

SUMMER PUBLISHING INSTITUTE

NEW YORK UNIVERSITY | JUNE-JULY 2014
SIX-WEEK PROGRAM STUDYING PUBLISHING

INTERSHIPS

EDITORIAL INTERN

HOUSTONIA MAGAZINE | SEPT 2014 - JAN 2015

DIGITAL INTERN

TEXAS MONTHLY | MAY 2013 - AUG 2013

NEIGHBORHOODS REPORTER

HOUSTON CHRONICLE | AUG 2012 - DEC 2012

EDITORIAL INTERN

HOUSTON MAGAZINE | JAN 2012 - MAY 2012