



**NATALIE
DEYOUNG**

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NATALIEDEYOUNG.COM

Summary: Freelance communications specialist with six years of professional experience in marketing, social media management, and writing/editing. Skilled in content creation and editing communications materials in publishing and health care.

Experience

Owner/Freelancer, Natalie DeYoung, LLC

May 2020-present

- Marketing, design, and social media projects for individual clients
- Editor for Lena Robin's Viralist Thriller trilogy

Public Relations Manager, WildBlue Press

Mar. 2020-Nov. 2021

- Create and distribute all marketing emails and materials for 30+ book launches
- Secure an average of 10 interviews, media placements, or blog reviews per launch
- Content creation and management for social media accounts: Facebook, Twitter, Instagram, Pinterest, LinkedIn, Youtube

Communications Specialist, Marshfield Clinic Health System

Feb. 2019-Apr. 2020

- Assisted in creation of marketing materials and press releases
- Updated and designed website content with Wordpress
- Developed social media strategy and created content for Facebook and Instagram

National Editor of The Clef, Mu Beta Psi

March 2016-March 2019

- Compiled, edited, and published six editions of national publication, The Clef
- Managed six writers, editors, and designers who contributed to publication
- Voting member of the National Executive Committee

AmeriCorps Member, Marshfield Clinic Health System

Sept. 2017-Aug. 2018

- Designed two to four social media posts a week for multiple department accounts
- Website management and content creation for VolunteerWisconsin.org
- Assisted in creation of consistent volunteer process documents across health system

Research Staff Writer, Dovenmuehle Mortgage

Nov. 2016-Aug. 2017

- Researched borrower inquiries, questions, and complaints on system database
- Responded to at least 15 borrower correspondences daily via letter and email

Social Media Manager, Isobel McGrath, LLC

Feb. 2016-Dec. 2016

- Created and executed social media strategy with three Facebook posts a week
- Designed weekly advertisements for nine psychotherapy audio programs

Public Relations Intern, Heartbeat International

Aug. 2015-April 2016

- Wrote and pitched press releases to local and national media outlets
- Designed Facebook/Twitter graphics for multiple campaigns

Education

Certificate in Publishing, University of Denver, August 2019

B.S. Public Relations, Northern Michigan University, April 2016