




NATALIE BOGAN MORGAN

DIGITAL CREATIVE | EDITOR | COPYWRITER | CRM + CMS MANAGEMENT

CONTACT

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EDUCATION

BACHELOR OF SCIENCE IN JOURNALISM

University of Kansas,
William Allen White
School of Journalism

SKILLS

// PROFESSIONAL

- Brand Development
- Copywriting + Editing
- CRM + CMS Management
- Graphic Design
- Project Management
- SEO Writing
- Web Design

PROFILE

Little info about me: I am a copywriter and editor with more than 10 years of experience in digital and print. I've got a proven track record with deadline-oriented work and have strong leadership, project management and communication skills.

PROFESSIONAL EXPERIENCE

WEB CONTENT SPECIALIST III

Sprint | April 2017 – March 2018

- Used Adobe Experience Manager (AEM) to maintain front-facing content on *Sprint.com*. Incorporated HTML and CSS language to create look and feel in line with brand standards.
- Helped lead AEM training for content owners, offering instruction and course documentation. Developed Adobe Omniture team tutorial for implementing campaign tracking.
- Worked with internal and external teams for programming including sweepstakes initiatives, seasonal messaging and Apple device launches.
- Edited, wrote and produced consistent copy for Sprint's web products based off national marketing offers and audience segments.

EDITORIAL PROJECT MANAGER

Texas Monthly Custom Publishing | December 2008 – December 2017

- Planned and executed three annual publications: *Houston Meeting Planners Guide* and the biannual *Houston Official Visitors Guide*.
- Well versed in Basecamp. Used program to streamline communication, maintain tasks and deadlines, as well as file organization.
- Served as liaison between design firm, sales team and client. Maintained editorial photo and writing budgets, along with production timeline.
- Directed a top-to-bottom redesign of the publication, helping create a hip and successful leisure product that is distributed throughout Texas.

COPYWRITER AND WEB EDITOR

Houston First | December 2008 – April 2017

- Produced print and digital content for Visit Houston—the marketing division that oversees tourism in Houston.
- Created "Pitch Book" for Houston First to communicate value proposition to elected city and state officials. The book won the 2016 America Marketing Association Crystal Award for Print Collateral & Direct Marketing.
- Used CMS and CRM to publish content and maintain client data on *VisitHouston.com*.
- Launched *IDoHou.com*, a resource for couples planning their wedding in Houston. Worked with web developers to identify site wireframe, while also directing visual and written content.

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EXPERTISE

// TECHNICAL

- Adobe Experience Manager
- Adobe InCopy
- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Basecamp
- Basic HTML / CSS
- CRM / CMS
- Google Docs
- InVision
- JIRA
- Microsoft Office
- Sketch App

PUBLISHED IN

- *Chicago Brides*
- *Four Seasons Magazine*
- *Houston* magazine
- *KC Options*
- *KC Weddings*
- *Marquis Way*

PROFESSIONAL EXPERIENCE (CONTINUED)

FREELANCE WRITER + PROJECT MANAGER

November 2008 – Present

- Founding Project Manager for *Marquis Way* magazine. Managed team of 13 to produce a custom publication for the 1,000-room Marriott Marquis Houston.
- Copy edited Taste of Texas' 40th anniversary cookbook. Publication won the American Advertising Federation's 2018 "Best of Show" award for print.
- Lead writer and editor for *Green Beans and Guacamole*, a sell-out cookbook filled with recipes from 45 of Houston's most celebrated chefs.
- Sole editor for *Insolence of Office*, a sociopolitical publication written by Ronald Wayne, one of Apple's original co-founders.

SENIOR EDITOR

Houston Modern Luxury magazine | July 2006 – November 2008

- Wrote, edited and fact-checked stories relating to Houston and the luxury market.
- Planned and edited photography and text for "Now!"—the magazine's section dedicated to culture, entertainment, interior design, fashion and food.
- Developed the "Now!" section into the "how-to" model for the company's 26 other city, bridal, home and men's magazine titles.

REFERENCES

DEBBIE SEUSY

Digital Creative Director, *Sprint*

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CAROLYN CHAVANA

Chief Operating Officer, *Texas Monthly*

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JEFF GREMILLION

Editor-in-Chief, *Houston* magazine

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HOLLY CLAPHAM-ROSENOW

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