

Natalie Stoclet

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EXPERIENCE

Brand + Content Director | Life House, New York | 03/2020-09/2020

- Develop content strategies for new hotel openings as well as our editorial site, Life Stories
- Oversee all photo and video shoots from idea conception and budgeting to post-production
- Build and implement a brand book including brand pillars, style, and tone of voice guidelines
- Direct the creative for our website, collateral, emails, Instagram, and distribution channels
- Grow and develop a creative and content team, starting with one direct report and built to five
- Work across departments from business development to marketing in achieving quarterly KPIs

Head of Content | Standard International, New York | 02/2019-03/2020

- Selected as one of three employees to launch the One Night app and Benny after Series A round
- Concepted the brand's editorial site, sothisonenight.com, from scratch as the sole editor
- Formed the brand guidelines and tone of voice for both the One Night app and Benny product
- Produce marketing copy for newsletters, social media, web and print materials for both brands
- Direct all in-app copy for One Night, including guides for the app's over 200 hotels

Copywriter | Standard International, New York | 02/2017-03/2019

- Write and edit features covering food, art, and design for The Standard Hotel's print zine
- Manage a team of freelance writers as well as two junior editors for digital and print
- Produce marketing copy for newsletters, social media, web and print materials
- Concept brand-wide ad campaigns for new properties, activations, and promotions

Freelance Writer | 05/2016-present

- Research and write branded content with BBC StoryWorks for clients such as Singapore Airlines, Rosewood Hotels, and InterContinental Hotel Group
- Work with brands like Bumble, KAMBO, VAWAA, SecondHome, and more on copywriting projects
- Contributor at Forbes, VICE, Conde Nast Traveler, SUITCASE, AFAR, and more

Managing Editor | Haute Living, New York | 12/2015-06/2016

- Responsible for overseeing, ideating, and editing the New York print magazine
- Managed a team of in-house and freelance staff including writers, copy editors, and interns
- Wrote across verticals from cuisine to tech and travel as well as interviewed notable profiles
- Oversaw the Haute Living social media programs across Instagram, Facebook, and Twitter

Digital Editor | Haute Living, Miami | 06/2015-12/2015

- Pitched original ideas and write 3-4 blog posts daily for the London, Dubai, and New York markets
- Managed the Haute Living Instagram, Facebook, and Twitter accounts
- Assisted in the production of photo/video shoots, as well as provide administrative support

Early Stage Roles + Internships

- Marketing Assistant, Perez Art Museum, Miami, 01/2015-06/2015
- Christie's London, Marketing Intern, 07/2013-09/2013

EDUCATION

- Bachelor's in Media Management, Marketing, and Visual Journalism from the University of Miami
- Interior Design Graduate from Parsons The New School, New York
- 200-hour Yoga Teach Training with the Yoga Alliance

CITIZENSHIPS

- Citizenships: USA, Belgium, Italy
- Languages: Fluent in English and Spanish, spoken French