

NATALIE C. KOKING

Writer | Storyteller | Content Marketer

ABOUT ME

A multidisciplinary writer and content marketer who specializes in blogging, digital marketing, branding, video production, and creative storytelling

EDUCATION

Ohio University
M.F.A. Film Production | 2016
B.A. Creative Writing | 2011

EXPERTISE

- Strategic narrative content
- Short-form and long-form copywriting
- SEO strategy and blog writing
- Brand identity and storytelling
- Collaborating with various professionals in a broad range of industries

TECHNICAL KNOWLEDGE

- AP Style and Chicago Manual of Style
- Video scriptwriting and producing
- Canva and Adobe Spark
- Wordpress, SquareSpace, Trello, Microsoft 365, Asana, and Zoom
- Meta (Facebook, Instagram) and LinkedIn

EXPERIENCE

Present Freelance Writer and Storyteller

- Serving clients in the management, arts and culture, nonprofit, small business, tech startup, banking, and marketing industries
- Creating strategic, brand-driven content for marketing teams, entrepreneurs, executive leadership, and ad agencies
- Delivering written and visual storytelling expertise by way of graduate-level film education, creative writing workshops, scriptwriting, and teaching the craft of English composition

2016-2020 Content Marketing Manager | Cincinnati Playhouse in the Park

- Developed communication narratives for 11 professional theatre productions each season
- Edited, composed, and managed content for an institutional newsmagazine distributed to 12k+ recipients
- Created brand-driven content for ads, webpages, blogs, show programs, and audience engagement
- Produced and directed video content for broadcast and digital output

2013-2016 Digital Content Editor | Ohio University Film

- Composed and edited copy for website by interviewing alumni, alumnae, professors and students
- Developed social media initiatives for program outreach and visibility
- Managed team of graduate assistants for consistent digital content