

# Natalie Stoclet

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## EXPERIENCE

### **Brand Consultant, Writer, Designer | 03/2021-present**

- Strategic creative consultant for hotel groups including **Aman, SIXTY, Four Seasons, and The Standard**.
- Freelance writer and editor for **Beautiful Destinations, PRIOR, and BBC Travel**.
- Contributing editor for **Forbes, Condé Nast Traveler, Monocle, Air Mail**, and other international publications.
- Interior design and décor projects in the hospitality and residential sectors, featured in **Architectural Digest**.

### **Brand + Content Director | Life House, New York | 03/2020-03/2021**

- Created and implemented a full brand book, defining pillars, style, and tone of voice guidelines.
- Directed creative across all channels: website, digital collateral, campaigns, and social platforms.
- Developed and executed 360° brand strategies for launches, including Life House Nantucket.
- Launched Life Stories, the brand's editorial platform, overseeing design and content.
- Led all photo and video productions from ideation and budgeting to final delivery.
- Designed interior concepts aligned with broader brand marketing initiatives.

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

- One of three employees selected to launch the One Night app and Benny following Series A.
- Concepted, built, and launched sothisonenight.com as the sole founding editor.
- Defined the brand guidelines and editorial tone of voice for two new digital products.
- Produced high-impact marketing copy across newsletters, campaigns, social, web, and print.
- Directed all in-app content for One Night, supporting a portfolio of 200+ hotels worldwide.

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

- Wrote and produced multi-channel marketing copy for global campaigns and launches. Developed brand-wide ad campaigns for new properties, activations, and partnerships.
- Led creative direction for editorial storytelling and on-property photo shoots.
- Wrote and edited features on food, art, and design for The Standard's in-house magazine.

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

- Oversaw editorial strategy and production for the New York print edition. Managed a team of writers, editors, and interns while curating content across verticals. Interviewed notable figures in culture, cuisine, tech, and travel.
- Directed Haute Living's social presence across Instagram, Facebook, and Twitter.

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

- Pitched and produced 3–4 daily features for the London, Dubai, and New York editions.
- Managed digital content across Instagram, Facebook, and Twitter.
- Supported the production of editorial photo and video shoots.

### **Early Stage Roles + Internships**

- Marketing Assistant, Perez Art Museum, Miami, 01/2015-06/2015
- Christie's New York, Latin American Art Intern, 05/2013-06/2013

## 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

## CITIZENSHIPS

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