

# Natalie Stoclet

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## EXPERIENCE

### **Brand + Content Consultant | present**

- Consult on branding projects for clients such as AMAN, SIXTY Hotels, and The Standard
- Freelance writer and editor for clients such as Beautiful Destinations and PRIOR
- Contributing writer and editor for Forbes, Conde Nast Traveler, Playboy, SUITCASE, and more
- Develop branded content with BBC Travel for clients such as Singapore Airlines, Rosewood Hotels, and InterContinental Hotel Group

### **Brand Director | Life House, New York | 03/2020-09/2020**

- Built the calendar and strategy for Life Stories, the hotel brand's first editorial site
- Oversaw all photo and video shoots from idea conception and budgeting to post-production
- Concepted and implemented a brand book including style and tone of voice guidelines
- Directed the creative for the website, collateral, emails, Instagram, and distribution channels
- Grew and developed a creative and content team, starting with one direct report and built to five
- Worked across hotel properties to highlight activations and outlets on social, email, and editorial

### **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
- Concepted One Night's editorial site, sothisonenight.com, from scratch as the sole editor
- Directed all in-app copy for One Night, including guides for the app's over 200 hotels
- Formed the brand guidelines and tone of voice for both the One Night app and Benny product
- Produced marketing copy for newsletters, social media, web, and print materials for both brands

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

- Wrote and edited stories covering travel, art, and design for The Standard Hotel's digital zine
- Managed a team of freelance writers and photographers for our digital and print publications
- Produced marketing copy for newsletters, social media, web, and print materials
- Concepted brand-wide ad campaigns for new properties, activations, and promotions

### **Managing Editor | Haute Living, New York | 12/2015-02/2017**

- 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 and edited across verticals from design to tech as well as interviewed notable profiles
- Oversaw the Haute Living social media programs across Instagram, Facebook, and Twitter

### **Digital Editor | Haute Living, Miami | 03/2015-12/2015**

- Pitched original ideas and wrote 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 Editor, Perez Art Museum, Miami, 10/2014-03/2015
- 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

## CITIZENSHIPS

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