

Natalie Sole

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WORK EXPERIENCE

ADHDRabbithole Channel

January 2024 –Present

Video Producer

Remote

- Assembles video cutdowns and creates short-form digital marketing content for social media platforms.
- Produce, create, and edit TikTok content on a weekly basis.
- Develop the creative vision of the channel, and plan and maintain a social media content calendar.

Ayurveda Retreat

August 2023 –Jan2024

Yoga Teacher Training

Village JP Hundi, India

ABC10 News

Dec. 2021 – July 2023

Assignment Desk Editor

Sacramento, CA

- Monitored scanners, dispatched crews to breaking news, and developed community members for future stories.
- Interviewed agency spokespersons and public information officers (PIOs) for on-the-record and reportable information. Maintained an open line of communication with agency public information officers (PIOs)
- Logged and responded to press releases and media advisories from the Northern California area.
- Monitored social media channels, campaigns, and analytics hourly for competitor analyses.
- Maintained media contacts, community storytellers, businesses, agencies, and social media channels.
- Researched and recorded daily pitches for the editorial news process.
- Wrote, proofread, and copyedited high-quality digital and social media content.

CNN International and PBS (WNET)

April 2021 – Aug 2021

Multimedia Production Assistant and Researcher

New York, NY

- Wrote daily social copies and newsletters for social media platforms; Twitter, Facebook, and YouTube using the AP Stylebook.
- Edited and transcribed interviews before show start time to promote on social media using Adobe Final Cut Pro and Basecamp.
- Utilized strategic and creative thinking to develop impactful strategies and tactics for digital and social media marketing across various social platforms.
- Edited and transcribed clips for use online, on social media, and to promote the program. Content taken from interviews featured on Amanpour and Company.
 - See multimedia work and writing: [here](#)

Bizzell Group

April 2020 – April 2021

Communications Specialist

New Carrollton, MD

- Developed informative and compelling short- and long-form content for various B2B contracting audiences across all marketing channels.
- Tracked marketing KPIs and helped analyze performance for future marketing and SEO efforts.

Bridgeway Professionals Inc

Feb 2017 – April 2020

Recruiter and Communications Coordinator

Washington, DC

- Determine applicant qualifications by interviewing, analyzing responses, verifying references, and comparing qualifications to job requirements.
- Stayed informed about the best digital and social media marketing practices to be a reliable source for colleagues, clients, and stakeholders.

EDUCATION

Old Dominion University

B. A. English, Concentration: Journalism

Dec, 2016

Norfolk, VA

CERTIFICATIONS, SKILLS & INTERESTS

- **Skills:** Adobe Design Suite; Adobe Premiere Pro, Facebook Ads Manager; Basic HTML; MailChimp; AP Style; Microsoft Office Suite; Google Suite; Meta Business Suite; Tweetdeck; Trackr; Hootsuite; Google Ads, Quality Assurance Certification (CSQA)