

Natalie Zisa

Freelance Writer. Community Strategist. Event Curator.

Summary

A dedicated and passionate writer + community strategist based in New York City. At the heart of her work is sharing stories + gathering communities in the hopes of inspiring and connecting like-minded people, no matter the platform.

Experience

Contributing Writer

Whalebone Magazine
April 2021 to present

- Pitch articles relevant to quarterly themed issues, such as The Photo Issue, the Surf Issue, and the Breakfast Issue
- Schedule interviews with corresponding sources
- Source appropriate imagery + write corresponding articles on deadline
- Respond and action any edits in a timely manner

Experiential Lead

lululemon
Dec 2021 to present

- Moderated a panel discussion with three New York City artists
- Wrote guest-facing copy for emails + Eventbrite descriptions
- Wrote contracts, rental agreements, business recaps, + other critical documents
- Wrote the mission statement for lululemon Fuel Space (to live in all experiential stores)

Contributing Writer

Dance Spirit Magazine
July 2016 to Dec 2020

- Pitched and wrote articles for print magazine + digital editorial site
- Conducted corresponding interviews + sourced corresponding photos
- An integral part of a team of writers specific to relaunch of website

Freelance Copywriter

TheMuse.com
Feb 2019 to Sept 2019

- Leveraged audio to create engaging copy, capturing the essence of company culture and job descriptions
- Utilized project management tool, Teamwork, in order to obtain notes and resources for copy

Contributing Writer

Brit + Co.
Oct 2017 to May 2019

- Pitched and wrote a total of 14 articles, specifically for the Ladies First & Be the Change series, ensuring a relevant and fresh angle
- Conducted corresponding interviews, sourced appropriate imagery, and submitted articles in a timely manner
- Actioned any necessary edits

Skills

Copywriting, Moderating, Interviewing (over five years of freelance experience), Ability to retain an extensive amount of Product Knowledge + Curate Moments, Event Curation, including coordination + execution

Education

Fordham University
Aug 2013 to May 2017

Bachelor of Arts in Communications and Media Studies
3.547 GPA

Contact

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