

NAT HARWARD

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WORK EXPERIENCE

Owner, TMB Consulting

Aug 2012–present

Marketing Strategist, Copywriter and Website Maker for +50 entrepreneurs and business owners

Member of Circle, a community of professionals who build websites on Squarespace

Recent Work

- Planned, wrote and built dhbn.nyc for a division of the NYC Mayor's office
- Planned, wrote and built 3point8.org for a pediatric cancer non-profit initiative
- Wrote stratussolutions.com and identified cultural values for this DC-area IT firm
- Wrote everydaymissionaries.org for Harvard professor Clayton Christensen; managed content and grew community to +25,000 people with 200 testimonials in 18 months
- Wrote aarp.org/caregivertech, adapting technical research for AARP's lay audience
- Working with michaelsmartpr.com on landing pages, lead generation, digital advertising
- Working with dwelo.com on brand marketing, analytics, customer experience

Select Past Projects

- hitlabs Summit.com: quadrupled ticket sales for this 2-day, +200-attendee health tech event
- HITLAB World Cup: quadrupled applicants for this global, multi-stage innovation competition
- Step UP: branding, gamification and launch experience to recruit 600 participants in 6 weeks (targets: 400 in 8) for this research study, one of the longest wearable-device research studies
- Stand, Speak & Profit: named and themed this event for its first 3 years, and led marketing efforts that grew attendance from 60 to 100 to 150 attendees with sales of \$100k, \$250k, \$400k

Highlights of Responsibilities, Methods and Tools

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| ▪ Strategy | ▪ Customer experience | Ontraport Tracking, bit.ly, UTM, vanity domains, etc. |
| ▪ Copywriting (web, social, blogs, emails, press releases, etc.) | ▪ Content and community management: Facebook, Twitter, YouTube, Instagram | ▪ ClickFunnels, LeadPages |
| ▪ Production, project, vendor, team and contractor management: digital/print | ▪ Content translation | ▪ Squarespace, WordPress, Drupal |
| ▪ Art/audio/video direction | ▪ Promotions, contests | ▪ Mailchimp, Ontraport, Infusionsoft |
| ▪ Live events and speaking | ▪ Affiliate programs, influencer relations and PR | ▪ Facebook ads |
| ▪ Virtual events and webinars | ▪ Measurement: Google Analytics, Google Tag Manager, Facebook Pixel, Mailchimp Goals, | ▪ SEO keyword research and writing |
| ▪ Marketing automation | | |
| ▪ Lead generation and nurturing | | |

Account Manager, WCG, a global integrated comms agency

New York City. Jul 2010–Aug 2012

- Directed a 15-person, multi-disciplinary team including web system admins, front-end developers, social media and website performance analysts, designers and copywriters to manage the 1,000+ page website of a pharma trade association
- Built an interactive annual meeting microsite yielding 1,200 visitors; scoped client's requirements, performed QA, edited wireframes, set API parameters and coordinated livestream and video production vendors
- Doubled traffic and engagement on a client's blog through a complete redesign
- Produced reports of 12-25 social/web metrics for 16 client brands or issues of interest
- Developed corporate comms strategies with executives at five of the top-12 pharma firms

Intern, Weber Shandwick – Corporate Communications

New York City. May–Jun 2010

- Prepared speeches for executives/CEOs at MasterCard and CIT
- Produced media analyses for asset management firms and the life insurance industry

Features Writer, Brigham Young University – National Media Relations

Provo, Utah. Aug 2009–Apr 2010

- Met regularly with professors from hard and social sciences to find newsworthy research
- Simplified and reported that research, including writing four of BYU's top 40 news stories
- Yielded media covered in health tech verticals, including CNET Health Tech and Slashdot
- Built interface in Excel to track accuracy of colleagues' bets on page views of stories on the University's homepage, to assist with improving our promotion strategies

Legal Clerk, Larsen Christensen & Rico

Salt Lake City, Utah. May–Dec 2009

- Created process to migrate +250 cases with thousands of files to new case management software
- Prepared video, images and multi-volume documents for case filings and litigation exhibits

Data Analyst, Bradley PR

Provo, Utah. Jan–Apr 2009

- Designed survey for pharmacists and ran SPSS analysis; wrote briefings for client executives

VP of Communications, BYU Student Body

Provo, Utah. Apr 2008–Apr 2009

- Tripled traffic to association's website thru a complete site redesign
- Initiated the first-ever University-sanctioned use of Facebook; grew membership to 1,800
- Managed four direct reports daily, and 60+ volunteers on a weekly basis

Reporter, *The Daily Universe*

Provo, Utah. Sep–Dec 2008

- Reported two stories weekly, including the profile of the year and five on peer-reviewed, published research in the hard sciences

EDUCATION

B.A. Communications, Brigham Young University

Provo, Utah. Aug 2010

- 3.86 GPA
- Four-year, full-tuition scholarship
- Minors: Economics, Business Management
- Coursework:
 - Econ and Business: finance, management, statistics, accounting, micro/macroeconomics, law & economics, international trade & finance, economic growth, organizational behavior, and formal logic
 - Communications: Strategic planning, research and measurement; public policy, media advocacy and social change; news reporting; persuasive writing and rhetoric; media law, ethics and first-amendment studies

ADDITIONAL

GMAT: 720 (March 2012)

Certificate in Gamification, Coursera

Ironman (2014, Maryland)

USA Triathlon Olympic-Distance Nationals Qualifier (2015)

Team TriggerPoint Triathlete/Ambassador (2016)

Eagle Scout

Kappa Tau Alpha – National Honor Society in Journalism and Mass Communication

BYU Drumline Talent Scholarship

John Philip Sousa Award

Montgomery Woman's Club Golden Achievement Scholarship

Traveled to 46 of the 50 states (Louisiana, Mississippi, South Dakota, and Hawaii remain)

