

Nate R. Barber

Skills and Employment History

982 McLean Ave.
Saint Paul, MN 55106
360-510-3085

General skills

- Photography and video, and multimedia production
- Copywriting, copyediting, and proofreading
- Content marketing and communications
- Project management
- Conceptualization, development and presentation of proposals for campaigns and projects
- Budget stewardship and account management
- Savvy, up-to-date understanding and implementation of industry best practices
- Collaborative team player, communicates clear needs, delegates duties and manages projects to ensure timelines and strategies are met
- Excellent client service skills
- Able to research and translate a wide variety of esoteric, industry-specific material for a client's intended audience
- Very self motivated, both in team environments and solitary work
- Highly organized task/time management

Technical skills

- Proficient in general photography, videography, blogging, Sprout Social, Bitly UTM, SEM Rush, Google Analytics, Power Point, Dropbox, Mailchimp, Rival IQ, Buffer, Hootsuite, Microsoft Word, Wordpress, Squarespace, Adobe creative suite (Audition, Photoshop, Lightroom, XD, and Premiere Pro), Excel, Pages, Google Docs and Sheets, iMovie, BillQuick and budget software, Asana and other project management software, Slack, Google Drive, and more
- Excellent understanding of mobile marketing and mastery of major social platforms and their features
- PC/Mac proficient, knowledgeable in many programs, quick study of new software
- Proficient with integrated databases, inter-company servers and communication systems

Employment History

Parqa Marketing: Content Strategist

- February 2021 to present
- Photography and video production
- Copywriting and copy editing
- SEO specialist
- Marketing automation
- Highlights include developing business case, strategy and implementing service offering for:
 - SEO driven content, including keyword research/competition, measuring content SEO "score," and pressure-testing content per site traffic results.
 - Corporate photography production, and conducted on-site photoshoot for Parqa Digital Marketing.
 - Podcast re: performance marketing for the staffing industry.
 - Corporate video production, including an in-depth analysis of the spectrum of costs and deliverables.
 - Client interviews/testimonials including strategy, storyboards, script, timeline, cost structure, deliverables and use case scenario.

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Employment History (continued) and education

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(Work history continued)

Hooker and Company: Copywriter/Content Manager

- March 2019 to April 2021
- Photography and videography for use on a variety of platforms
- Individually and collaboratively conceive, develop and execute client marketing content
- Balance a prioritized workload economically and efficiently to deliver work with a high degree of excellence
- Propose practical and creative solutions and advice informed by industry examples and experience for clients and team members
- Maintain and oversee our client's brand standards and guidelines across a variety of platforms
- Write exciting, branded copy in the distinct voices of a wide variety of clients

Independent Contractor: Photographer/Copywriter/Content Coordinator

- January 2019 to Present
- Photography, videography and audio production
- Deliver excellent written content for a variety of clients, their audiences and platforms
- Conceive, propose, execute and deliver diverse creative campaigns in a timely manner
- Craft flavorful content that is also informed by current industry SEO/SEM practices
- Collaborate and communicate remotely to support campaign strategy and creative direction

Fully: Marketing Content Coordinator

- June 2016 to January 2019
- Overhauled social platforms, blog and monthly newsletters for broad reach with maximum effectiveness
- Brainstorm and actualize creative campaigns with a clear strategy, detailed workflow and a realistic timelines
- Organize/evolve Fully's social strategy in concert with long term and short term calendar goals
- Established weekly cadence of reporting on social metrics via Rival IQ, utilizing findings to inform future content creation
- Created and develop working systems to communicate clear needs for digital assets and delegate workback timeline to digital team
- Sustainably manage a heavy workflow of writing, editing, proofreading and rewriting copy for social channels, newsletter and blog
- Monitor social platforms during and after business hours, to participate in discussions and answer inquiries from social audiences, quickly, personably and effectively
- Fun and games communicating our mission, values and place in the world

Education

- Western Washington University
- Graduated in 2002 with a BA in English, creative writing

Please take a moment to view my [professional site](#) with [endorsements](#), [portfolio](#), and [professional articles](#). Extended employment history and further examples of writing, video production, and photography available on request.