

# NATYSHCA PICKETT

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## EXPERIENCE

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- **7/2021 – Current**                      **YR Media**                      **Oakland, CA**
  - ***Social Justice Senior Editor/Producer***
    - ❖ Collaborate directly with youth and young adults to produce outstanding multi-media content for YR Media’s website, social channels, and outlets
    - ❖ Leverage analytics to identify topics of interest and meet audience interest/demand
    - ❖ Lead and mentor contributors in the storytelling and editing process
    - ❖ Edited stories with 1,000 or more page views within days of publication, highest being 13,000 pageviews in a weekend
  
- **4/2021 – 6/2022**                      **Isagenix**                      **Gilbert, AZ**
  - ***Copyeditor (Freelance Consultant)***
    - ❖ Prepare, re-write, and adjust copy to improve readability
    - ❖ Correct errors and layout to ensure content met Isagenix requirements
    - ❖ Read, evaluate, and proofread content submitted, and confer with stakeholders regarding changes to content, style, or structure
  
- **3/2020 – Current**    **Arizona Coffea Magazine**                      **Phoenix, AZ**
  - ***Editor-in-Chief***
    - ❖ Hire and develop writers, junior and senior editors.
    - ❖ Approve the publications layout, design, style, and tone.
    - ❖ Review written content for spelling and grammar errors.
    - ❖ Fact-check information in articles and stories.
    - ❖ Write editorial pieces and contribute to the publication.
    - ❖ Maintain relationships with community leaders and organizers.
  
- **05/2019 – 12/2019**    **Blue Cross Blue Shield of Arizona**                      **Phoenix, AZ**
  - ***Copywriter and Editor (Contractor)***
    - ❖ Proofed edited, produced, and designed oversight of member materials and brand compliance review of internal partner materials.
    - ❖ Reviewed, developed, and finalized all member materials.
    - ❖ Developed and maintain project plans to meet deadlines and advise on production timelines.
    - ❖ Assisted with graphic layout and design development with vendors and internal design support.

## **Education**

- 2022 - *Current*                      *Pace University*
  - Master of Arts: Communication and Digital Media
  
- 2008 – 2009                      *American InterContinental University*
  - Master of Education
  
- 2002 – 2006                      *Lewis University*
  - Bachelor of Arts: Journalism