

# NATALIE BOGAN MORGAN

## PROFESSIONAL EXPERIENCE

### Editorial Project Manager, Texas Monthly Custom Publishing

June 2009 – Present

- Plans and executes three annual publications: *Houston Meeting Planners Guide* and the bi-annual *Houston Official Visitors Guide*.
- Well-versed in Basecamp. Uses program to streamline communication, maintain tasks and deadlines, as well as file organization.
- Serves as project manager and liaison between design firm, sales team and client. Maintains editorial photo and writing budgets, along with production timelines, ensuring that the project stays on target.
- Enacted a top-to-bottom redesign of the publication, helping create a hip and successful leisure product that is distributed to 200,000 throughout the state of Texas.

### Editor, Visit Houston

December 2008 – Present

- Collaborates and creates print and digital content for VisitHouston.com—the marketing organization that oversees tourism and convention business in Houston.
- In-depth knowledge and experience with Google Docs, including project planning, documentation and inter-team collaboration.
- Proficient in using a Content Management System (CMS) and Customer Relationship Management (CRM) to publish content and maintain client data.
- Responsible for the production of a quarterly sales newsletter, created to draw convention business to the city.
- Led the content and creation of bi-annual newspaper inserts that were distributed to more than a million households throughout the state of Texas.
- Launched IDoHou.com, a weddings resource for couples planning their nuptials in Houston. Helped identify the site's layout, visuals and editorial.

### Senior Editor, Houston Modern Luxury

July 2006 – November 2008

- Wrote, edited and fact checked stories relating to Houston and the luxury market.
- Planned and edited photography and text for "Now!"—the magazine's section dedicated to culture, entertainment, interior design, fashion and food. Developed the section into the "how-to" model for the company's 26 other city, bridal, home and men's magazine titles.
- Helped implement a total redesign of the publication.

## ON-GOING WORK

### Freelance Writer and Creative Consultant

November 2008 - Present

- Produces lifestyle and profile stories for local and national publications including *KC Weddings* and *Houston Brides*. Work has appeared in *Southwest Airlines' Spirit* magazine, *Four Seasons Magazine* and *Houston* magazine.
- Creates branding, bios and collateral content for small-to-medium businesses.
- Served as primary writer and editor for *Green Beans and Guacamole*, a collection of recipes from 45 of Houston's most celebrated chefs. All proceeds benefited The Arc, a non-profit serving children and adults with intellectual and developmental disabilities.

## EDUCATION

Earned a Bachelor of Science in Journalism from the University of Kansas, William Allen White School of Journalism

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## REFERENCES

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