

NATALIE ZUNKER

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OVERVIEW

Senior content strategist with 8 years of experience building and leading editorial content programs that drive product adoption. Part writer, editor, strategist, I've managed storytelling for early-stage and established tech companies, guided in-house design and agency teams, and led cross-functional and global stakeholders to bring content initiatives to life. Passionate about using cultural trends, customer insights, and data to create content that builds community and drives revenue.

EXPERIENCE

Editorial Content Marketing Manager

Square (Block, Inc.) | Commerce & Financial Services Platform | 2023 — Present

- Lead editorial strategy for Square's key customer audiences across awareness, consideration, and adoption, owning messaging development, channel planning, and cross-functional execution from pitch to publish.
- Create editorial content end-to-end: Audit, pitch, assign or write, edit, publish and curate brand storytelling across formats, including articles, case studies, industry data reports, video series, podcasts, and webinars.
- Partner with product, PMM, lifecycle, comms, research, and analytics teams to align content messaging, synthesize audience insights, and optimize campaign performance, reporting results to stakeholders to inform strategic decisions.
- Build 0-1 global content initiatives including the *Square Local Economy Report*, which required synthesizing research data and translating customer insights into compelling public-facing narratives.

Senior Content Strategist, Writer

LaunchSquad | Tech PR & Content Studio | 2021 — 2023

Clients: Contegix, Prove AI, Rapid Robotics, Worklife, The Trevor Project, Quartzly, Condé Nast, Cornerstone OnDemand, Observe.AI, Granicus

- Developed and evolved owned content strategy programs tailored to clients' market position, and audience, product, and growth goals.
- Produced 0-1 owned content initiatives, including foundational brand narratives and positioning strategy, editorial, and social content.
- Interviewed and ghostwrote for entrepreneurs and executives across: software development, venture capital and entrepreneurship, the creator economy and creator tools, B2B fintech, AI and automation, design, and non-profit industries.
- Led client comms and regularly shared program deliverables, content performance, and pitches connected to growth opportunities.
- Delegated writing opportunities to junior talent and freelance writers, edited writing for messaging, grammar, voice, and tone.

Content Marketing Specialist

Q1 Productions | Conference & Event Production | 2018 — 2021

Content Marketing Specialist

- Wrote, edited, and proofread email marketing campaigns, social media content, blog posts, industry reports, newsletters, product descriptions, landing pages, and seasonal promotions that reached an audience of 100,000+ c-suite level life science executives.
- Set content calendar with department leads and managed editorial workflows within Asana project management tool.
- Collaborated with cross-functional teams to update web and email marketing drip label requirements for campaign launches.
- Reported campaign performance analyses to CEO quarterly to share growth opportunities and inform strategic approach.

SKILLS

Content Strategy & Measurement • Editorial Management • Cross-Functional Collaboration • Writing, Editing, Producing

CMS & Project Tools: Asana, Airtable, Notion, Welcome (Optimizely), WordPress, Claude.ai, NotebookLM

EDUCATION

B.A. Professional Writing

Michigan State University | 2014 - 2017

200 Hour Registered Yoga Teacher

Yoga Alliance | 2018

[portfolio: nataliezunker.com](https://nataliezunker.com)