

# Natalie Stoner

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## EXPERIENCE

**8/2021 – Present | Senior Knowledge Management Analyst** | Blue Cross Blue Shield North Carolina (Remote)

As a Senior Knowledge Management Analyst partnering with the Blue Cross NC group Sales teams, I identified knowledge gaps and opportunities for improvement while skillfully translating complex business processes and procedures into simple, accessible documentation and training. This work drove revenue by enabling the team to increase their expert knowledge of products and efficiently perform core processes.

### Highlights:

- Launched a **Monthly Update Newsletter** to distribute critical knowledge across the Sales team for optimized business process execution and capability development to enhance operational effectiveness through clear visibility and access to knowledge management resources.
- Created **knowledge resources** based on content from instructional designers, subject matter experts, key stakeholders, and existing reference materials.
- Reviewed all resources to ensure accuracy of all documentation and identify opportunities for **alignment, improvement, consolidation**, or retirement. Maintained **digital resource library** in **SharePoint**
- Collaborated with Sales leaders to ensure **proper integration of all process information**, visibility of knowledge management system, and identification of usability issues.

**7/2018 – 5/2021 | Communications Business Analyst** | Blue Cross Blue Shield of Michigan – Emergent Holdings (Remote)

As the communications lead for the Medicare Advantage group sales team, I partnered with internal and external stakeholders to collect functional requirements and develop compelling, creative, and compliant strategic plans and technical materials. All communications aligned with high-level marketing plans and corporate strategies. Typical projects included communications for diverse audiences, including executives, key decision-makers, agents, and members.

### Highlights:

- Developed **communication plans** and materials for new initiatives. Communications included fliers, presentations, training, webinars, email campaigns, follow-up surveys, and alerts for agents and the internal sales team.
- Authored **training** materials, process documents, and administrative manuals.
- Created sales brochures and presentations as part of the RFP team.
- Adapted print to electronic media, interactive media, and video.
- Partnered with the sales team to develop a **Salesforce** roll-out strategy, including training and reporting.
- Built and maintained content for a **digital resource library** of sales and marketing collateral in **SharePoint**.

**7/2015 – 7/2018 | Director, Marketing Communications** | Behavioral Health Professionals, Inc.

As Director of marketing, communications, community engagement, and public relations for a dynamic nonprofit, I developed and executed engagement strategies using social media, radio, print and billboard advertising, conferences, live events, local outreach, and web/digital media, achieving the organizational goal of increased brand awareness.

### Highlights:

- Increased sponsorship monies by **+59% over two years**.
- Increased social media audience by **as much as 265%**.
- Reduced design budget by **85%**, designing all marketing collateral in-house.
- Created a corporate style guide and visual standards, marketing campaigns and related collateral, a business blog (wrote, edited, and managed contributions from subject matter experts), and built five websites and two online training portals.
- Collaborated on a successful business case to develop a new website and intranet. Initiated and managed project, led design and content meetings, and launched three responsive, SEO-rich websites, on time and under budget.
- **Developed annual marketing and communication strategy**, editorial calendar, and budget for maximum engagement and value.
- **Webmaster** for five corporate websites. Developed and implemented corporate training portals enabling the organization to meet paperless training goals, and launched a successful blog.
- Planned and executed annual outreach, events, conferences, and trade shows. Selected and managed all vendors.
- **Leadership and collaboration**. Managed team through regular appraisals, mentoring, and coaching. Developed team Lunch & Learn sessions and Wellness Expos to boost skills and engagement.

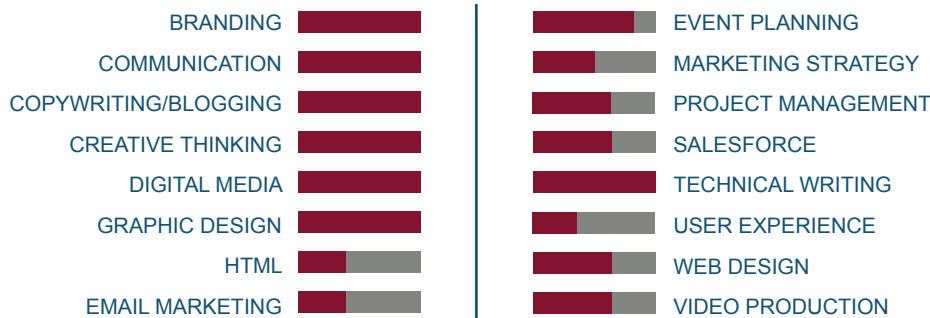
## EDUCATION & TRAINING

M.Ed.: Educational Psychology | Wayne State University: Detroit, MI  
B.A.: English Literature | Wayne State University: Detroit, MI  
A.A.: Visual Arts | Oakland Community College: MI  
The (Non-Techie) Marketer's Guide to SEO | Marketing Profs  
Google Analytics Individual Qualification | Google  
Creating Content for Effective Demand Generation | Marketing Profs  
Email Marketing | Hubspot Academy  
UX Design: From Concept to Prototype | University of Michigan  
Introduction to User Experience Design | Georgia Tech Professional Education  
Marketing Writing Bootcamp | Marketing Profs  
Administration Essentials for Experienced Admins | Salesforce  
Dynamic Web Design | Grand Circus Detroit

## SOFTWARE & TOOLS

MS Office: Word, PowerPoint, Excel, Visio, Outlook, OneNote, Teams, and SharePoint  
Adobe Creative Suite: Illustrator, Photoshop, Acrobat DC Pro, Premiere, Captivate, FrameMaker, InDesign  
Social & Blog: Facebook, Twitter, LinkedIn, YouTube, Instagram, WordPress, Medium, Reddit, Hootsuite, Hubspot  
CRM, Project Management, & Marketing Tools: Google Analytics, Search Console, and AdWords, Salesforce (trained administrator), SmartSheet, Basecamp, Podio, Trello, Asana, Slack, Constant Contact, Evernote, MailChimp, GetResponse, SurveyMonkey, ClickTools, Marketo, Canva, and WeVideo

## Skills at a Glance



## SKILLS

**Content Marketing:** Development of social media plans for small to medium businesses. Creation of relevant and engaging content, including blogs, newsletters, infographics, ebooks, email campaigns, landing pages, direct mail, videos, ads, surveys, and contests. Maintenance of digital assets using various content management systems.

**Copywriting:** Experience authoring revenue-driving marketing materials and blog content for a variety of audiences and industries. Ghostwriting for CEOs & PhDs, published in Forbes, as well as various publications and blogs. Member of the American Writers & Artists Institute. Published Author of *Self-Nourish to Flourish: A Creative Soul-Care System to Take You from Foundation to Transformation*.

**Creativity:** The primary focus of my master's degree was the psychology of creativity. I've also created and exhibited a profitable body of work as a visual artist.

**Coaching & Healing:** Certified Life Coach, Certified Life Story Coach, and Certified Reiki Master/Teacher.

**Web Design & Management:** HTML, CSS, and some JavaScript. Extensive WordPress experience including the training of new users. Development of web/intranet strategy.

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