

Natalie Gove

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PROFESSIONAL SUMMARY

Strategic and innovative digital marketing professional with extensive experience in content creation, web management, and digital strategy. Proven success in leading rebrands, website migrations, developing user-centric designs, and executing data-driven marketing campaigns. Skilled in collaboration, SEO optimization, and accessibility compliance, delivering measurable results that align with organizational goals and enhance brand visibility.

PROFESSIONAL EXPERIENCE

Girl Scouts River Valleys

Saint Paul, MN

Web Lead

Aug 2018 - Present

- **Strategic Leadership:** Spearheaded the migration of girlscoutsrv.org to a modern, mobile-friendly template, optimizing key pathways for membership, the Girl Scout Cookie Program, and camp registration, and enhancing overall user experience.
- **Content Strategy:** Partnered with internal teams and stakeholders to align web strategy with marketing and fundraising campaigns, program initiatives, and organizational objectives.
- **Digital Performance Optimization:** Leveraged tools like Google Analytics and audience segmentation to monitor KPIs, and implement SEO best practices, resulting in improved user engagement and search rankings.
- **Project Management:** Led projects from inception to completion, managing timelines, budgets, and vendor relationships to ensure on-time, high-quality deliverables.
- **Team Leadership and Collaboration:** Mentored and cross-trained junior staff and fostered a collaborative environment, driving innovation and professional development within the Marketing and Communications team.
- **Brand Consistency:** Leveraged 6+ years of deep institutional knowledge of the GSRV brand to serve as a brand champion, ensuring all digital content reflects the organization's values and resonates with girls, volunteers, families, and supporters.

Key Achievements:

- **Conceptualized and developed** "Cookie Central," a comprehensive resource hub to support Girl Scout Cookie sellers, streamlining access to tools, training, and marketing materials and empowering council-wide participation.
- **Directed a website migration** and then consolidated another 100+ volunteer website pages into a streamlined, user-centric structure, improving navigation, reducing clutter and leading to an increase in organic traffic.
- **Streamlined content workflows by integrating and automating** our internal Marketing and Communications Request Form with Monday.com to enhance task delegation, reduce manual effort, and improve team efficiency.

Minnesota Timberwolves & Lynx

Minneapolis, MN

Interactive Designer/Developer Associate

Sep 2016 - Sep 2017

- **Designed and produced** engaging digital graphics and animations for social media platforms and websites, enhancing brand visibility and driving user engagement.
- **Executed social media strategies:** Supported social media campaigns by creating and managing web content that aligned with marketing objectives, brand standards, and fan engagement strategies.
- **Tracked and analyzed user behavior** to identify opportunities for improving website engagement and conversion points, supporting ongoing UX/UI optimization projects.

EDUCATION

St. Paul Community and Technical College

Saint Paul, MN

Associates of Applied Science in Digital Visualization Technology - Deans List

SKILLS

Web Management: AEM, WordPress, Drupal, HTML/CSS/JavaScript. **Digital Marketing Tools:** Google Analytics, Microsoft Clarity. **Design & Content Tools:** Figma, Adobe Creative Suite (Photoshop, Illustrator). **Project Management:** Monday.com, Asana. **Core Competencies:** SEO, Content Strategy, Accessibility (WCAG)