

NATALIE M KREBS

www.nataliekrebs.com

nataliemkrebs@gmail.com



## AWARDS & HONORS

ASME NEXT Award  
for Journalists Under 30

National Magazine  
Awards Judge  
2020, 2019, 2018  
Columbia University

FOLIO Ozzie Award  
Honorable Mention, 2019  
Long-Form Feature Content  
for "The Wilderness War"

Editor's Choice Award, 2015  
Outdoor Life

Kaplan Humanities Scholar  
Northwestern University

## INDUSTRY ENGAGEMENT

Backcountry Hunters  
and Anglers,  
Arkansas Board Member  
Sept. 2020 - present

Guest panelist  
Outdoor Writers Association  
of America, 2020

Guest on  
America Outdoors Radio,  
Backcountry Hunters and  
Anglers Podcast and Blast  
with Hal Herring,  
Bear Hunting Magazine  
podcast with Clay Newcomb,  
Indiana Outdoors Radio,  
The Outdoor Guys Radio,  
100% Wild Podcast  
with Drury Outdoors,  
and more

Hunter Education Instructor  
volunteer + trainee, 2019

## EXPERIENCE

**FIELD & STREAM** Bonnier Corp. / Camden Media  
New York, NY + Arkansas

**Senior Editor** • Jan. 2018 - present

Managed the brand's daily Facebook content (1.2 million followers), read and edit all copy for print issues, produce digital sponsored editorial projects, write stories, produce and edit video, travel to industry events and field assignments.

**OUTDOOR LIFE** Bonnier Corp. / Camden Media  
New York, NY + Arkansas

**Senior Deputy Editor** • March 2020 - present

Produce multi-platform editorial projects, deliver sponsored editorial packages, work with the editor-in-chief to conceptualize and execute print feature packages and daily web content. Duties of senior editor, plus additional budget management, brand strategy, and writing responsibilities.

**Senior Editor** • June 2016 - March 2020

Assign and edit content. Grow the brand's social audience and web traffic. Report on hunter recruitment, deer hunting, and other conservation issues. Help organize and judge flagship gear tests (bow, crossbow, optics, shotguns, etc.). Travel on assignment, including trade shows. Managed junior editor and interns.

**Assistant Editor** • June 2014 - May 2016

Assigned, edited and wrote stories for print, daily web stories, and larger digital packages. Managed OL's Facebook page, including high-frequency posting (18x daily); grew followers from 160K to 415K during this time. Traveled often on assignment. Shot, edited, and produced how-to, narrative, and sponsored videos for web and social. Managed brand's Instagram account.

**Freelance Contributor** • Oct. 2013 - May 2014

**Editorial Intern** • Oct. - Dec. 2012

## EDUCATION

**Northwestern University**, Medill School of Journalism • Evanston, IL • June 2013  
BSJ, Magazine specialization / Economics, Psychology concentrations  
Major GPA: 3.8 • ACT: 33

### NORTH BY NORTHWESTERN

**Photo Editor, Web** • Dec. 2011 - June 2012

Assigned, photographed, edited daily stories. Managed staff of 15 photographers. Produced 100+ personal photo and news bylines since joining NBN in 2009. Also served as **Staff Photographer** (2009 - 2013) and **Assistant Photo Editor, Web** (2011).

### MEDILL JUSTICE PROJECT

**Reporter & Photo Editor** • 2011 • Currently the Medill Investigative Lab  
Intensive investigative reporting of a possible wrongful conviction case.

## SKILLS

### Adobe CC

After Effects  
Audition  
Illustrator  
InDesign  
Photoshop  
Premiere Pro

### Digital

CMS management  
E-newsletters  
HTML Markdown  
SEO optimization  
Web analytics  
Video production

### Language

Spanish

### Print & Production

AP Style  
Copyediting  
Fact checking

### Social Media

Facebook  
Instagram  
Shareablee  
Snapchat  
Twitter  
YouTube