

NATALIA DURON

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EDUCATION

UNIVERSITY OF GEORGIA, Grady College of Journalism and Mass Communication

Bachelor of Arts in Journalism

Minors in Communication Studies and Law, Jurisprudence, and the State

Athens, Georgia

December 2023

EXPERIENCE

THE GEORGIA BULLETIN

Staff Writer & Reporter

Atlanta, GA

February 2024 – Present

- Report and write news, feature, and investigative stories on events and issues in the Archdiocese of Atlanta, with a focus on community, faith, and culture
- Conduct in-depth interviews with diverse sources, crafting authentic narratives that resonate with audiences
- Travel to schools, parishes, and centers across the archdiocese, strengthening relationships with clergy and parishioners
- Cater content to bilingual audiences by reporting in both English and Spanish, expanding readership and inclusivity
- Manage end-to-end digital publishing through WordPress, ensuring accessibility, SEO optimization, and brand consistency
- Collaborate on the production of the biweekly print edition, overseeing copy and layout for quality and accuracy
- Develop and execute social media strategies to promote stories and podcasts, driving audience engagement across platforms
- Survey readers to identify content needs and preferences, integrating insights into editorial planning and digital strategy
- Create and edit marketing content for community events, supporting local organizations and parish initiatives
- Launched and host of Hablemos de Fe, a Spanish-language podcast, expanding reach and accessibility to larger audience

THE RED & BLACK

Digital Producer

Athens, Georgia

January 2022 – May 2022

- Monitored website through content management systems and SEO strategies to observe user feedback, improve the overall user experience, and refine digital strategies to increase engagement
- Collaborated with editorial, design, and multimedia teams to publish content that resonated with student audiences
- Produced interactive graphics and social content, tailoring narratives to enhance user experience across platforms
- Assisted in digital marketing and transformation strategies

Contributing Culture Writer

August 2021 – January 2022

- Wrote features on music, arts, campus culture, and local community events
- Produced multimedia content, including video, photo, and social media, to enhance storytelling strategies
- Researched local events in the area and speak to compelling subjects for article features

UNIVERSITY OF GEORGIA

Communications Study Research Assistant

Athens, Georgia

August 2021 – May 2022

- Assisted in designing and executing a behavioral research study on human communication
- Conducted and analyzed interviews, developing insights into communication under stress
- Contributed to qualitative data reports and collaborative research discussions

ACHIEVEMENTS

- Award recipient, Catholic Media Conference, 2025
- Published on Grady Newsource, 2023
- Published writer in Ideas in Argument, Macmillan Learning, 2022
- Georgia Scholastic Press Association Award Nominee, 2018

SKILLS

Languages: Spanish

Reporting: Feature writing, investigative journalism, interviewing, AP style, editorial planning, online and print production

Content Strategy: User-centered copywriting, accessibility-focused editing, audience research and feedback analysis, campaign support, community outreach

Digital Tools: WordPress (publishing, editing, optimization), SEO, Microsoft 365, Google Analytics, Adobe Creative Cloud, Canva, CMS platforms

Multimedia: Podcast production, photography, photo editing, video production, audio editing, social media platforms

Social Media Engagement: Strategy development, content creation, audience growth, cross-platform promotion

Communication: Strong communicator with proven ability to build trust and rapport, skilled interviewer, collaboration and teamwork, experienced in public speaking and community engagement