

# natali vlatko

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## PROFILE

Writing, editing, communications. Strong background in research and analysis, with close attention to detail. Well organised, productive, efficient, and can operate effectively when working individually or within a team. Experience in companies with a global reach, spanning several countries (Australia, Singapore, Germany).

**Proficient in** Various open source versions of proprietary software including CMS, chat clients, office suites, and browsers.

## EXPERIENCE

### **Corporate Communications Manager - Tech (Zalando SE)**

BERLIN, GERMANY - MAR 2016 - PRESENT

- Help develop and coordinate a tech communications strategy and additional services to grow the corporate brand and showcase Zalando's technical prowess and initiatives.
- Contribute to strategic communication plans that drive broader visibility via various social media and blogging channels.
- Prepare PR communications materials including media kits, presentations, speeches, and other digital support materials.
- Assist in the development and coordination of crisis communications and management as needed.
- Manage external agency and media relationships.
- Review speaking opportunities for the tech department and manage Zalando's speaker calendar.
- Provide counsel to tech leadership regarding incoming media requests.
- Write and edit press releases, opinion pieces, and thought leadership texts on behalf of Zalando's tech management.
- Build and maintain relationships with media outlets and communications partners.
- Liaison with internal stakeholders as required, including tech hubs located throughout Europe (Finland, Dublin, Germany).
- Travel to various Zalando tech and warehouse locations as needed, interface and consult regularly with cross-functional teams across Zalando.
- Close monitoring, documenting, and reporting of press activity on a monthly basis, including analytical statistics and data.

### **Content Editor, Software & Support Media (JAXenter.com)**

BERLIN, GERMANY - JAN 2015 - JAN 2016

### **Admissions/Student Services Manager, Nexus International School**

SINGAPORE, SINGAPORE - 2013 - MAY 2014

### **Customer Service Manager, APACSALE Group**

SINGAPORE, SINGAPORE - 2013

### **Client Services Manager, State Library of New South Wales**

SYDNEY, AUSTRALIA - 2011 - JAN 2013

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## EDUCATION

### **Master of Arts, Ancient History**

University of Macquarie, NSW - 2012

### **Bachelor of Arts, History, Politics, Philosophy**

University of Western Sydney, NSW - 2009