

Natasha Madov

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Award-winning global editor, writer and journalism innovator with digital project management chops. I'm an expert in international audience growth and retention, editorial, newsletter and social media strategy, and managing and mentoring teams both onsite and remote.

Relevant Experience

Brightwire, New York | Associate Editor | March 2019 - Present

Brightwire is a subscription-only financial news service aimed at buy-side analysts.

- **Responsibilities:** writing and editing news briefs covering the activities of American and foreign companies across industries such as real estate, energy and oil & gas.

Folha de S.Paulo, Remote | Global Editor | August 2018 - March 2019

Folha de S.Paulo is the largest newspaper in Brazil.

- **Responsibilities:** management of Folha's two global digital editions in English and Spanish; writing English versions of selected Folha stories; producing daily newsletters; updating home pages; strategizing for audience growth.
- **Accomplishments:** executed the best performing newsletters in the company (average 20% opens and 25% clicks); achieved 1st place ranking on Google in English, a first for Folha.

[Ada](#), New York/São Paulo | Co-Founder | 2014 - Present

Ada is a journalism start-up focused on technology news for women in Brazil.

- **Responsibilities:** editorial and social media strategy; brand management; content and distribution supervision and product management.
- **Accomplishments:** created a 5-year-old weekly newsletter with a 46% annual growth rate and an average of 45% open and 15% click rates; wrote content for audio; established a [content studio](#) responsible for 80% of the company's BR\$120,000 annual revenue.

WebMD/Medscape, New York | Founding Editor | 2016 - 2018

Medscape is a highly regarded subscription-based medical news site.

- **Responsibilities:** worked on the launch and growth of [Medscape's Latin American editions](#); responsible for recruiting and maintaining a network of 20+ freelancers in three countries; edited 5+ stories per day; launched and managed 5 weekly newsletters; executed and strategized for edition's social media channels.
- **Accomplishments:** quadrupled Medscape's Portuguese-speaking audience, going from 5k to 20k active members in 2.5 years; built newsletters subscriber base from zero to 17k subscribers; introduced and evangelized new technologies in the newsroom to improve workflow and project management.

iG, São Paulo | Editor | 2010 - 2013

iG is one of the largest generalist web portals in Brazil.

- **Responsibilities:** planned, launched and managed iG's Science and Environment vertical; recruited, trained and managed staff reporters and 6+ freelancers; edited syndicated content.
- **Accomplishments:** published the first-ever photos from the Deepwater Horizon disaster; covered news events like Brazilian elections, Rio+20, Nasa launches, scientific discoveries, and more.

Experience previous to 2010

- Edited four multilingual (Portuguese, English and Spanish) award-winning inflight magazine titles for LATAM Airlines. Managed a staff of 12 writers, designers, and photo editors.
- Managing editor for branded content at Editora Trip.
- Reporter at some of the largest newsrooms in Brazil, such as Veja, Agência Estado, Diário de S.Paulo, and others.

Skills

- **Beats:** Technology, Science, Health, Environment, Business, Gender and Travel.
- **Foreign Languages:** Native Portuguese. Fluent Spanish. Basic French, German and Italian.
- **Social Media/Audience Analytics/Software:** WordPress, Google Analytics, Facebook Insights, Omniture, MailChimp, CrowdTangle, Chartbeat, Parse.ly, Trello, Jira.

Awards/Honors

- Poynter's [Leadership Academy for Women in Digital Media](#), Winter 2019.
- Chicas Poderosas' [New Ventures Lab](#), 2018.
- Workshop “Product Thinking for News” at Craig Newmark Graduate School of Journalism at CUNY, 2017.
- Tow-Knight Entrepreneurial Fellowship, 2014.
- Best Niche Magazine in Brazil, Anatec, 2009.

Education

- Craig Newmark Graduate School of Journalism at CUNY
M.A., Entrepreneurial Journalism
- Universidade de São Paulo, Escola de Comunicações e Artes
B.A. Journalism