

Natasha Rusch

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PERSONAL PROFILE

I am a passionate content creator with a proven track record in strategic B2B and B2C marketing. As Content Marketing Lead at Trade Nation, a FinTech Product company, I developed successful content strategies, collaborating seamlessly across departments and my team. My adaptability to industry changes ensures consistently resonant storytelling content. I am seeking a dynamic environment that values innovation, where I can contribute my skills to drive a brand's narrative to new heights.

SKILLS & TOOLS

- Graphic Design: Adobe & Canva
- CMS: WordPress & Prismic
- Production & editing
- Social Media Planning: Emplifi, Hootsuite, JIRA & Notion
- Storytelling
- Copywriting
- Campaign Management
- Event Management
- Budgeting
- Email Marketing

PROFESSIONAL EXPERIENCE

March 2023 – Present: Trade Nation, London

Content Marketing Lead

I lead global content strategies, collaborating with internal and external partners, including Trade Nation-sponsored organizations like Aston Villa FC, Somerset County Cricket and Porsche Sprint Drivers. Managing a team and working with external agencies, I ensure the swift and high-quality delivery of the product's content across platforms, including the website, social media, and out-of-home channels. My expertise extends to crafting strategic campaigns for both B2B and B2C customers at Trade Nation.

Achievements:

- *Part of the team that:* successfully rebranded Trade Nation
- *Part of the team that:* brand coordinated the copy and directed design and built 4 websites for each territory (UK/AU/SEY/BAH)
- *Social Media follower growth (organic):* 40% total change since I took over the platforms
- *Trade Nation rebrand video:* 64.4k reach (organic)
- *Wolves x Trade Nation Women sleeve release video (organic):* Instagram: 50.6K Reach, 553 Engagements
- *Trade Nation x Wolves FC Social Media and Email Competition Campaign (paid):* reach of over 520k, email open rate 41.47% (average 20%), click rate 2.45%, Prize draw landing page views of 8,028 and 3143 entries.
- *Trade Nation x Aston Villa 'Guess the Legend' Campaign (organic):* impressions: 39.3k, views: 25.8k, engagement: 3k, competition entries: 1,714
- *Trade Nation x Aston Villa 'The Ultimate Villa Experience' Campaign (paid):* impressions: 1,204,622, engagement: 455,566, reach: 741,034
- *Trade Nation x Porsche Sprint Challenge/TCR UK Touring Car Championships:* Content has achieved over 10,000 views, significantly contributing to the heightened awareness of race car driver George Jaxon.

Oct 2022 – March 2023: Trade Nation, London

Content Marketing Manager

Oct 2020 – Jun 2022: Husqvarna t/a Cutting Edge, Harare

Marketing Manager

Reporting to the Managing Director, responsible for marketing the International brands Husqvarna, Gardena, Rolux and Wood-Mizer. Tasks included Digital Marketing, Email Marketing, Website Copywriting, Event planning, Marketing Sales Campaigns, Branding, Profiling, B2B Marketing and Budgets.

Achievements:

- *Social Media Marketing:*
 - Built, grew and managed the Social Media accounts for the Zimbabwean Social Media channels for the 5 brands using mainly organic posting

- TikTok page: videos have up to 35K views
- Facebook & Instagram Campaign organised with a Retail Company Customer: Total number of people reached: 265 216 people (reaching over 20% of the total national online population of Zimbabwe).
- *Graphic Design*: I found a Zimbabwean marketing niche through risqué Rolux Lawnmower and Husqvarna billboard campaigns.
 - These campaigns went viral, for example, a 3rd party made a TikTok about my Rolux Billboards and it reached 25K views.
- *Event Planning*: managed my team to organize events/ sponsor and attend events such as The Annual Garden Show, Golf Days, Agricultural Shows, etc.
 - I organised two successful Husqvarna Mud Run events, under tight budget constraints, where I created a ticketing website, doubled the Corporate sponsorship to 94 companies, and welcomed over 4000 participants (within COVID regulations). As a result, the 2022 event raised the highest ever sum of US\$80,546 for Kids Cancer in Zimbabwe.
- *B2B Marketing*: Liaising with affiliated Retail Marketing Managers to promote products as well as plan and carry out co-marketing strategies
- *Branding & Profiling*: updated point of sales within our retail and dealer network in Zimbabwe, all to international brand requirements. Redesigned our flagship showroom.

September 2020: Muruwe, Harare

Social Media and Brand Consultant

Assisted with the branding and social media strategy for their 3 new Muruwe brands: LEDlite, STRAPlite and Recharge Media.

Achievements:

- Rebranded with social media objectives, content pillars, tone of voice guidelines, and posting schedules to help the clients hit their business goals.
- Created, designed and posted the first month of content on Facebook, Twitter, LinkedIn and Twitter.

March 2020: CoopR PR & Marketing, Rotterdam

Intern

With a team of fellow masters student interns we worked with the company to develop a PR & Marketing strategy pitch for their new client.

Achievements:

- Worked on a Marketing and PR pitch for a CoopR client, which was Chaudfontaine (a new Coca-Cola brand)
- During interactive evening sessions, we had the opportunity to learn more about the field of PR from CoopR professionals. These sessions focused on insights, creativity and strategy, content creation, news management, storytelling, digital/social media, and pitching.

Jun 2018 – Dec 2018: Stellenbosch University 'Die Matie' Newspaper, Stellenbosch

Sports Journalist

Interviewing, writing and publishing weekly sports articles.

EDUCATION & TRAINING

- **Marketing Week Mini MBA in Marketing with Mark Ritson**
- **Masters in Media and Business, GPA 80%** Erasmus University, Netherlands
 - Thesis: Investigating Marketing Artificial Intelligence for Conservation in Africa
 - Published Paper with KAS & Asia Hub: Critical Approaches to the Political and Digital Global Economy of Wet Markets in Asia
- **Bachelors in Humanities, GPA 72.5%** Stellenbosch University, South Africa
 - Major: English & Visual Studies
 - Minor: Psychology
- **A Levels, Hellenic Academy, Zimbabwe**
 - Art: A
 - History: B
 - English Literature: B

INTERESTS & HOBBIES

- I am an avid sportswoman with double National Sports Colours for Swimming and Water Polo who also is training for the London Marathon 2024
- I love travelling and I am passionate about conservation, which is why I wrote my Masters thesis combining my passions (marketing, technology and conservation)