

Natalie Daher

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WORK EXPERIENCE

AXIOS | DIRECTOR, PLANNING & SPECIAL PROJECTS

September 2022-present in Washington, DC

- Direct newsroom-wide editorial planning across web, newsletters, video and live events, aligning daily coverage with long-term strategic priorities; serve as deputy to Head of News
- Executive produce The Axios Show, managing editorial vision, production workflows and high-profile guest strategy
- Serve as central planning lead across National, Local and Pro divisions
- Lead election coverage strategy and coordinated newsroom execution for high-stakes political cycles
- Partner with senior leaders across Product, Events, Marketing and Communications to launch integrated editorial initiatives and pilot new audience and product experiments
- Orchestrate & edit flagship newsletters (Axios AM, PM, Finish Line), high-impact features and explainers
- Previously co-led breaking news team, managing editors and reporters, and train and develop talent

CNN POLITICS | BREAKING NEWS EDITOR

July 2021-August 2022 in Washington, DC

- Led digital breaking news coverage, shaping real-time editorial strategy during high-volume national news cycles
- Edited and developed fast-turn enterprise, analysis and explanatory reporting
- Collaborated with newsgathering, programming and SEO teams to align coverage priorities and maximize reach
- Optimized headline strategy and story packaging to drive engagement and performance

NOWTHIS NEWS | SENIOR EDITOR

June 2018-June 2021 in New York, N.Y.

- Built multi-platform strategies across video, web, social and newsletters to reach young audiences
- Edited articles, video scripts and video including in-studio interviews on news, politics and culture
- Managed data analytics to optimize storytelling approaches tailored to young audiences
- Earlier roles included editorial producer (video) and social publisher

EARLIER EXPERIENCE

FREELANCE WRITER | 2016-2023

- Bylines in Lapham's Quarterly, HuffPost, The Daily Beast, CityLab, Racked and more

QUIDDITY – CONSULTANT/WRITER | 2018

- Helped launch a digital lifestyle magazine for ad agency client

VOCATIV – GROWTH EDITOR | 2017-2018

- Managed social accounts including YouTube, Twitter, Facebook and Instagram

CNBC DIGITAL – NEWS ASSOCIATE | 2017

- Built content partnerships and a daily syndication network

STAR TRIBUNE – REPORTER | 2015-2016

- Covered breaking news, local government, business, lifestyle and arts & entertainment

EDUCATION

University of Pittsburgh

B.A. English Writing and Communication

RECOGNITION

Online News Association

Women's Leadership Accelerator
2025-2026

LEADERSHIP & EXPERTISE

- Editorial Leadership
- Newsroom Planning
- Coverage & Distribution Strategy
- Cross-Platform Product Development
- Audience Growth & Analytics
- Women+ ERG co-lead

Technical:

- AirTable, Notion
- ChatGPT, Claude, NotebookLM
- Adobe Premiere
- Parsely, Chartbeat, Looker
- Slack