

NATALIA SYLVESTER
natalia@inkyclean.com

OVERVIEW

Copywriter and novelist helping organizations make an impact through more human-centered storytelling. Five award-winning published books of fiction; 10+ years combining narrative craft and marketing innovation across launches, campaigns, and media; driven to empower youth through the written word.

EDUCATION

B.F.A in English with a concentration in Creative Writing, University of Miami
2006, Magna Cum Laude

EMPLOYMENT EXPERIENCE

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Copywriter, 2013 – present

- Craft narrative- and mission-focused copy for B2C and B2B clients as part of a fully-remote design agency
- Write story-centered web content, marketing collateral, newsletters, blog posts, product descriptions, and ads that drive sales by bringing out a brand's voice in a way that engages their ideal customers on a human-centric level
- Work closely with multiple project teams made up of designers, brand strategists, SEO experts, and project managers
- Collaborate with graphic design teams to ensure both art and copy are working in tandem
- Communicate directly with clients from project inception through revision and completion
- Independently manage multiple projects simultaneously to meet deadlines and keep pipelines on-schedule within a fully-remote team environment

Inky Clean

Founder & Creative Director, 2009 – present

- Founder, Creative Director, and sole copywriter of a storytelling studio focused on helping mission-driven brands find their voice and connect with audiences who share their common values
- Collaborate with entrepreneurs, in-house marketing teams, and business owners to identify effective content strategies for brand growth and customer acquisition and engagement

- Create project briefs driven by a brand's unique business objectives and brand positioning goals
- Craft compelling copy for multiple clients across multiple industries while maintaining and elevating their unique messaging goals and voice
- Collaborate with clients' in-house creative teams, digital agencies, and SEO experts to create optimized, visually compelling content

PUBLICATIONS

BOOKS:

Chasing the Sun (New Harvest, 2014)
Everyone Knows You Go Home (Little A, 2018)
Running (Clarion Books/Houghton Mifflin Harcourt, 2020)
Breathe and Count Back from Ten (Clarion Books/HarperCollins, 2022)
A Maleta Full of Treasures (Dial Books/ Penguin Random House, 2024)
No Way Never Sisters, co-written with Chantel Acevedo (Simon & Schuster, forthcoming 2026)
The Warmest Light (Dial Books/ Penguin Random House, forthcoming 2027)
The Association (Little, Brown, forthcoming 2027)
Nonna Fed Me Poetry (Dial Books/ Penguin Random House, forthcoming 2029)

ANTHOLOGIES:

"Mourning My Birthplace," *A Map is Only One Story*, (Catapult 2020) (essay)
 "In No Uncertain Terms," *A.O.C.: The Fearless Rise and Powerful Resonance of Alexandria Ocasio-Cortez* (HarperCollins, 2020) (essay)
 "Dysplasia," *A Measure of Belonging: 21 Writers of Color on the New American South*, (Hub City Press, 2020) (essay)

POETRY:

"Liability Forms," *PANK*, July 2020
 "Deep" and "Fight," *Rhyme & Rhythm: Poems for Student Athletes*, Archer Publishing 2021
 "Tierra Madre," *Borderlands: Texas Poetry Review*, Issue 53, 2021

ESSAYS & ARTICLES (select):

"Some Words Feel Truer in Spanish," *New York Times*, April 2024 (essay)
 "Where I Once Belonged," *Texas Highways* magazine, May 2020 (essay)
 "The Beauty of Being Bilingual," *New York Times*, September 2019 (op-ed)
 "Choices and Decisions," *McSweeney's Publishing*, October 2018 (essay)
 "When the Supernatural is a Part of Your Culture," *Tor.com*, June 2018 (essay)
 "Why Saying My Book About Immigration Is So 'Timely' Right Now Erases The

Experience Of Millions Of People,” *Bustle*, May 2018 (essay)
 “We Need to Stop Leaving Women Out of Discussions of Latin American Literature,” *Electric Literature*, May 2018 (essay)
 “Commentary: Texas should not push narratives that put lives at risk,” *The Austin American-Statesman*, January 2017 (op-ed)
 “Patience, One Stitch at a Time,” *Latina Magazine*, August 2016 (essay)
 “Abuelos,” *NPR’s Latino USA*, May 2015 (essay)
 “Homeland: An Interview with Novelist Cristina Garcia,” *Latina Magazine*, May 2013 (interview)
 “Novelist Daniel Alarcon on immigration, identity and writing in two languages,” *NBCnews.com*, December 2013 (interview)
 “Dual, But Not Split: Being a Good Citizen of Two Countries,” *Latina Magazine*, November 2011 (essay)
 “A documentary on ‘Bad Writing’ explores the creative process,” *The Writer Magazine*, April 2011 (feature article)
 “Writing Scared,” *The Writer Magazine*, November 2010 (essay)

AWARDS (select)

A Maleta Full of Treasures and *La Maleta de Tesoros*, Bank Street College’s 2024 Best Children’s Books of the Year selection
A Maleta Full of Treasures, finalist, Brigid Erin Flynn Award for Best Picture Book, 2024, Texas Institute of Letters
A Maleta Full of Treasures and *La Maleta de Tesoros*, Junior Library Guild Selection, 2024
A Maleta Full of Treasures and *La Maleta de Tesoros*, selected by the National Education Association for Read Across America
Breathe and Count Back from Ten, 2023 Pura Belpré Award Honor Book
Breathe and Count Back from Ten 2023 Schneider Family Award Honor Book
Breathe and Count Back from Ten, Rise Book List, 2023: A Feminist Book Project by the American Library Association
Running, Rise Book List, 2021: A Feminist Book Project by the American Library Association
Running, CCBC Choices 2021 list, selected by Cooperative Children’s Book Center
Running, finalist, Jean Flynn Award for Best Young Adult Book, 2021, Texas Institute of Letters
Running, Junior Library Guild Selection, 2020
Everyone Knows You Go Home, Jesse H. Jones Award for Best Work of Fiction 2019, Texas Institute of Letters
Everyone Knows You Go Home, Best Latino Focused Fiction Book, 2018 International Latino Book Awards
Everyone Knows You Go Home, Shortlisted for the 2018 Reading Women Awards
Chasing the Sun, Best Debut Book of 2014, Latinidad

OTHER HONORS:

Selected author, Texas Commission on the Arts' Texas Touring Roster, 2019-2020
Featured writer, Karrie Hovey: Endanger/In Danger art exhibition at Prizer Arts and Letters Gallery, November 2018
Writer-in-Residence, The Betsy Hotel Writer's Room, August 2018
Las Dos Brujas Creative Writing Workshop alumnus, August 2017

TEACHING EXPERIENCE

Tin House Winter Workshop, January 2025 and January 2022
Young Adult Faculty

Voices of Our Nations Arts (VONA) Summer workshop, July 2023 and July 2024
Young Adult Faculty

University of Texas at Austin, Spring 2021
Visiting Associate Professor, Dept. of English, Creative Writing

Austin Bat Cave & Barrio Writers, October 2020
Instructor, Creative Writing workshop for teens

Girls With Pens, 2018 and 2019
Instructor, Creative Writing Summer Camp for kids

Texas State University, Spring 2017 to present
Thesis reader, Master of Fine Arts program

Regis University, Fall 2017 – Spring 2019
Faculty, Mile High MFA Creative Writing Program

LANGUAGES

Fluent English and Spanish