

AMBER FREELAND

214.476.9826
ambermfreeland@gmail.com
amberfreeland.com

Summary

This focused, collegial leader obtains results. Established, professionally-recognized communications and omni-channel marketing professional with 10+ years of experience in public and media relations, digital strategy, branding, crisis and reputation management, and content development.

Education

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|---------------------------|---|------|
| Texas Tech University | B.A. in Public Relations | 2000 |
| University of North Texas | M.J. in Strategic Communications Graduate Certificate in Public Relations Graduate Teaching Assistant | 2014 |
| FEMA Certificates | Public Information Officer Social Media in Emergency Management | 2018 |

Experience

Director of Marketing Communications The Cooper Institute 2018 – present
Marketing Communications, Branding, Digital Media Strategy, Content Development, Media Relations

- Created all external communications, executive thought leadership and marketing content, to generate an ROI of 21% over cost in donations through targeted digital and print publications.
- Earned international media placements promoting public health research in conjunction with key medical partners such as UTSW, Harvard School of Public Health and Stanford University, reaching over 1 billion people in Tier 1 and trade media: AARP, TIME, NYT, The Washington Post, ABC News, Runner's World, Outdoor Magazine, Women's Health, Men's Health, Dallas Morning News, Med Post, and more.
- Wrote, directed and co-produced all video assets for fundraising events, marketing campaigns and PSAs for the NFL PLAY 60 FitnessGram Project and secured premium broadcast play on FOX Business, CNN and American Airlines in-flight network, reaching over 4.3 million people in the U.S.
- Created and executed youth marketing strategy, branding and media campaigns for FitnessGram SaaS product and health program, including new website development, *PACER Test Remixes!* album launch, documentary film production and collaborations with the NFL Foundation and team community relations departments.
- Managed all front-end website maintenance and content to ensure proper SEO, performance and security for sites built across multiple CMS platforms.

Public Relations and Digital Comms. Manager North Texas Municipal Water District 2015 – 2018
Media Relations, Crisis Management, Public Affairs, Digital Strategy and Content, Internal Communications

- Developed and executed all external communications and executive thought leadership and established brand identity/voice to improve stakeholder engagement as well as public affairs
- Transformed all external communications and managed two marketing agencies to refine and rebrand all targeted media, including billboards, PSAs, paid/organic social media, and public education campaigns.
- Created first-ever email newsletter campaigns and owned the web development and content process, content and site performance for ntmwd.com website redesign
- As public information officer, managed interview requests and drove crisis communications strategy to eliminate negative press and educate the public in emergency situations
- Managed HR team's efforts to update, redesign and brand all internal communications for email, newsletters, SharePoint and I-TRUST University employee training program

- Account & Ongoing Services Manager Insite Interactive 2015
Client Services, Project Management, Web Development
- Managed account services and client relations for new business development
 - Project manager for ongoing services accounts offering technical support, content development, copywriting, copyediting, QA/QC testing and seeking new project opportunities for clients in healthcare, higher ed, nonprofit, transportation, security and consumer products
- Account Executive Quicksilver Interactive Group 2013 – 2015
Account Services, Project Management, Digital Strategist
- Managed client accounts and fulfilled RFPs for new business development
 - Developed and guided digital strategy, including custom web development, email campaigns, blogs and social media while implementing Google Analytics and SEO research for clients in healthcare, manufacturing, real estate, luxury weddings, nonprofit and consumer products
- Public Relations Assistant Tucker & Associates 2013
Media Relations, Social Media
- Successfully pitched and placed earned media across national Tier 1 and trade publications for multiple travel and tourism clients
 - Developed, executed and reported successful social media campaigns for luxury beauty client
- Communications Assistant American Heart Association 2011 - 2012
Media Relations, Digital Strategy, Event Management
- Successfully developed, pitched and placed stories to local media outlets to promote key initiatives, resulting in over 60 million impressions and setting record-breaking fundraising goals
 - Managed organic social media content development, execution and analytics reporting
- Secondary English Teacher, Coach Duncanville ISD, Garland ISD, CFBISD, Rockwall ISD 2002 - 2011
Curriculum Instruction & Design, Faculty Presenter
- Led team and district curriculum cadres resulting in significant academic growth among at-risk and advanced students; Delivered faculty presentations demonstrating the use case of digital and social media tools to improve family communications to ensure student success
- Marketing Assistant Southwest Sports Group 2001 - 2002
Dallas Stars Hockey (NHL), Texas Rangers Baseball (MLB), Mesquite Championship Rodeo
- Designed and managed production and delivery of all sales and marketing materials for three professional sports teams, including direct mail campaigns, print media and customer communications
 - Coordinated and executed large-scale events, including the Texas Rangers Winter Carnival, Dallas Stars Season Ticket Holder Picnic, and the opening of the American Airlines Center and transition of season ticket holders from Reunion Arena
 - Managed \$4.5 million department budget and all vendor relations

Skills

- Account Management
- AP Style
- Branding
- Blogging
- Copywriting & Editing
- Content Development
- Community Relations
- CX Journey Mapping
- Crisis Communications
- Data Analysis & Reporting
- Desktop Publishing
- Digital Strategy & Execution
- Email Campaigns
- Event Planning
- Google Analytics
- Government Affairs, Public Affairs, Public Information
- HTML/CSS
- Internal Communications
- Managing Client & Agency Relationships
- Marketing Strategy & Communications
- Media Relations
- Paid & Organic Social Media
- Photography
- Print Production
- Project Management
- Public Education & Outreach
- Public Speaking & Presentations
- Regulatory Compliance
- SEO, SEM, Google Analytics
- Strategic Planning & Communications
- Thought Leadership
- Writing: Editorial, Technical
- Video Direction & Production
- Web Content Management