

AMBER FREELAND

MY EDUCATION

- Texas Tech University** B.A. in Public Relations
- University of North Texas** M.J. in Journalism & Graduate Certificate in Public Relations

MY EXPERIENCE

Account Manager **Feb. 2018 – present** **Idea Grove**

- + Media Relations: proactive pitching, reactive media responses, coverage tracking, reporting
- + Social Media Strategist: organic social media, content development, measurement and reporting
- + Account Management: managing direct reports, SOWs, client communications, strategic recommendations

Public Relations Coordinator | Digital Communications Manager **Nov. 2015 – Jan. 2018**

North Texas Municipal Water District

- + Media Relations & Crisis Communications
- + Lead Content Developer – website, email, social media, newsletters, fact sheets, annual reports
- + Internal Communications Lead
- + Organizational & Campaign Branding
- + Branded employee training program, designed logo, created/managed email newsletters, produced promo video
- + Created and implemented #MoreThanWater campaign

Account Manager | Project Manager **Jul. 2015 – Oct. 2015** **Insite Interactive**

- + Client Relations, Technical Support, Project Management, New Business Development
- + Content Development, Copywriting
- + CLIENTS: National Scouting Museum, BNSF Railway, Cooper Aerobics, Texas A&M Career Center, Fossil, Kathrein USA, Jack Rogers, Bell'invito, Centene Corporation

Account Executive | Project Manager Digital Strategist **Jun. 2013 – Jun. 2015**

Quicksilver Interactive Group / QSI Group

- + Web Development Project Manager
- + Account Manager & New Business Development
- + Digital Strategist: research, strategic development, content developer, execution, analytics
- + Social Media Manager, Content Creator
 - o Grew Facebook following from 600,000 to 3 million in 18 months through organic reach
 - o Established/managed Instagram account and organically grew following from 0 to 35,000 in 6 months
- + Email Campaigns
- + Search Engine Optimization, Google Analytics
 - o CLIENTS: Mrs Baird's Bread, Strictly Weddings, Guardian Safety Solutions, Glasfloss Manufacturing, Children's Holiday Parade, CRM Studios, Ham's Orchard, Parkland Hospital, Dallas CASA, Smith Thompson Security, Theatre3, The Senior Source, Forward In Faith North America

MY PROFILE

What I Am: Established & award-winning professional with 10+ years of PR, marketing & communications experience with emphasis on media relations and digital strategy in social media, web & mobile channels.

What I Do: Strategic planning. Digital strategy. Project management. Create content. Building relationships. Proposal writing. Media relations. Client relations. Account management. Writing. Editing. Pitching.



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http://about.me/amberfreeland

MY SKILLS

- + AP Style
- + Branding
- + Blogging & Blogger Outreach
- + Copywriting
- + Content Development
- + Community Relations
- + Crisis Communications
- + Data Analysis
- + Desktop Publishing
- + Digital Strategy
- + Editing & Writing
- + Email Newsletters
- + Event Planning
- + Government/Public Affairs
- + HTML/CSS
- + Internal Communications
- + Managing Client/Agency Relations
- + Marketing Communications
- + Media Relations
- + Photography
- + Press Writing & Pitching
- + Project Management
- + Public Education & Outreach
- + Public Speaking & Presentations
- + Search Engine Optimization (SEO)
- + Social Media Engagement & Management (Paid & Organic)
- + Storytelling
- + Strategic Planning & Communications
- + Technical Writing
- + Video Production
- + Web Content Management

MY EXPERIENCE

Public Relations Intern

Spring 2013

Tucker & Associates Public Relations

- + Social Media Content Creator
- + Media Relations: writing, pitching, measurement, analysis
- + Strategic Planning: researching, writing, analyzing
- + CLIENTS: New Mexico Tourism, City of Granbury, City of Abilene, Eraclea Skin Care

Graduate Teaching Assistant

Public Relations | Social Media

2012 – 2013

University of North Texas – Mayborn School of Journalism

- + Guest Lecturer
- + Editor & Proofreader
- + Social Media & Blog Manager
- + Curriculum Instruction

Communications Assistant

2011 – 2012

American Heart Association – Dallas Chapter

- + Media Relations: writing, pitching, creating media lists, influencer outreach for campaigns such as Go Red for Women, Vestido Rojo, Heart Walk, Power to End Stroke, Teaching Gardens
- + Social Media Content Creator: created first Pinterest page and Paper.li newsletter
- + Strategic Planning & Research
- + Earned over 59 million impressions for media coverage and placements for Teaching Garden at Moss Haven Elementary

Secondary English Teacher

2002 – 2011

Duncanville ISD, Garland ISD, CFB ISD, Rockwall ISD

- + Curriculum Instruction & Design
- + Project Management
- + Professional Development
- + Gifted & Talented Program Coordinator
- + Coach, Club Sponsor, AcDec Judge, UIL Journalism Judge

Marketing Assistant

2001 – 2002

Southwest Sports Group: Dallas Stars Hockey, Texas

Rangers Baseball, Mesquite Championship Rodeo

- + Marketing Communications & Direct Mail Campaigns
- + Large-Scale Event Planning: Texas Rangers Winter Carnival, Stars Season Ticket Holder Picnic, transition of season ticket holders from Reunion Arena to American Airlines Center
- + Graphic Design & Desktop Publishing: season ticket brochures, pocket schedules, flyers, VIP cards
- + Budgeting: managed and reconciled \$4.5 million dept. budget
- + Internal Communications

Public Relations Intern | Website Manager

2000 – 2001

Lubbock Cotton Kings Hockey Club (WPHL/CHL)

- + Website Content Manager: oversaw redesign, development and maintenance of new website
- + Media Relations: edited news releases, wrote league/team correspondence, game stats, player appearances
- + Game Day Operations: wrote game announcer scripts, promotions assistant
- + Community Relations: monthly newsletters, outreach events, co-founded booster club

RECOMMENDATIONS

"I was always appreciative of her fun spirit and laughter. She understood that a well-rounded PR person must have a solid foundation in digital communications and was willing to take on any project and task to learn. Amber did an outstanding job [at QSI Group] managing her clients and they all benefited from her communications and project management skills."

Jeannine Lee

Marketing Communications Manager | Integer Holdings Corp

"Amber brings a wealth of knowledge and experience in PR and social media to her work, and is passionate about contributing to the success of her clients. She is a hard worker and a pleasure to work with!"

Adrienne Palmer

Founder, President | Insite Interactive

"Amber is a creative, professional and very driven individual with a serious thirst for learning. As her supervisor at Tucker & Associates, I could always count on her to be on top of the latest industry trends and bring fresh, new ideas to the table."

Brooke Traistor

Senior Media Relations Specialist | Children's Health
Past President | PRSA Dallas

"She has a gift for strategic thinking necessary in today's public relations arena and learns new skills and concepts rapidly...She is the best writer I have ever seen among hundreds of students. Everything she does is at the highest levels of professionalism. Her work ethic and integrity are impeccable."

Samra Bufkins

Lecturer, PRSSA faculty advisor | University of North Texas

"Amber demonstrates the rare ability to quickly understand our company's competitive position [at Menara Networks], and to leverage this information to provide a comprehensive plan for improving our marketing visibility and customer reach. Her work is creative, comprehensive and achieves results. I recommend Amber to any company wishing to improve their PR or marketing position."

Adam Hotchkiss

Vice President Product Management | Plume Designs

"Amber has been an excellent addition. She hit the ground running [with] vigor and determination. She has a wide array of skills and [is] adaptable to any situation. Her attention to detail, flexibility and positive attitude have really made her stand out."

Claire Kinzy

National Executive Portfolio Lead, former Dir. of
Communications | American Heart Association

"In addition to her solid work ethic, she was an innovative teacher [who] showed passion and considerable knowledge... [and an] impressive use of all things technology-driven."

Shelley Garrett

Assistant Principal | Rockwall High School