





# AMBER FREELAND

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## 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.

## EDUCATION

- Texas Tech University** B.A. in Public Relations
- University of North Texas** M.J. in Journalism & Graduate Certificate in Public Relations
- FEMA Certificates** Public Information Officer & Social Media in Emergency Management

## EXPERIENCE

### Director of Communications **May. 2018 – Present**

#### The Cooper Institute

- + Marketing Communications & Branding: lead writer & editor for all owned & paid media, building & strengthening partner relationships
- + Digital Strategy: paid media, paid and organic social, newsletters, emails, blogs, native advertising, website maintenance and project manager, set KPIs & evaluate analytics, agency management & contract negotiations
- + Public Relations: Tier 1 media pitching & placement, earned media reporting, spokesperson, media coaching

### Account Manager **Feb. 2018 – April 2018**

#### Idea Grove

- + Account Supervisor: client relations, team supervision
- + Public Relations: Tier 1 media pitching & placement, content development, earned media reporting
- + Social Media Strategy & Execution: organic & paid reach, analytics & reporting

### Public Relations | Digital Communications Manager

**Nov. 2015 – Jan. 2018**

#### North Texas Municipal Water District

- + External Communications: media relations, crisis communications, stakeholder engagement, brand storytelling, establish brand identity/voice, public affairs, public information, event planning
- + Digital Strategist & Content Developer: website redesign, email, blogs, social media, marketing materials, graphic design, agency supervision, campaign development, analytics
- + Internal Communications: organizational & campaign branding, employee email campaigns

### Account Manager | Project Manager **Jul. 2015 – Oct. 2015**

#### Insite Interactive

- + Account Management: client relations, new business development
- + Project Management: technical support, content development, copywriting, copyediting, QA/QC testing

### Account Executive | Project Manager

#### Digital Strategist

**Jun. 2013 – Jun. 2015**

#### Quicksilver Interactive Group / QSI Group

- + Account & Project Management: client relations, business development, digital strategist, social media manager, blogging, email campaigns, client website management, Google Analytics and SEO research/implementation

## EXPERIENCE

### Public Relations Intern Spring 2013

#### Tucker & Associates Public Relations

- + Social Media: content writing & execution
- + Media Relations: writing, pitching, measurement, analysis
- + Strategic Planning: researching, writing, analyzing

### Graduate Teaching Assistant 2012 – 2013

#### Public Relations | Social Media

#### University Of North Texas – Mayborn School of Journalism

- + Guest Lecturer
- + Curriculum Instruction
- + Course grading, student editor, class social media & blog manager

### Communications Assistant 2011 – 2012

#### American Heart Association – Dallas Chapter

- + Media Relations: news writing, pitching, creating media lists, influencer outreach
- + Digital Strategy: organic social media content development & execution, social media analytics

### 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: content development, graphic design, writing, editing, desktop publishing, direct mail campaigns, print media management
- + Large-Scale Event Planning & Execution: Texas Rangers Winter Carnival, Stars Season Ticket Holder Picnic, transition of season ticket holders from Reunion Arena to American Airlines Center
- + 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: 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

## SKILLS

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