

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, consumer experience marketing, digital strategy, branding, crisis and reputation management, and content development.

Education

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	2018
	Social Media in Emergency Management	2018

Experience

Director of Consumer Experience (CX) Signify Health 2020 – 2023

Product Marketing, B2C Communications, Journey Mapping, Content Strategy & Development

- Built team from the ground up to lead strategy development and implementation of B2C omnichannel product marketing communication campaigns while working cross-functionally with marketing, product management, client success, operations, UX, engineering, BI, and operations teams.
- Developed and executed a comprehensive and streamlined CX journey map and workflows to meet conversion KPIs for core product while improving operational efficiencies.
- Effectively ran an in-house CX marketing agency model to provide white-glove service to our clients and activate customized communication tactics. Modalities include HIPAA-compliant email, SMS, websites, proprietary telehealth platform and scheduling software, high volume call center scripting, and multimillion-dollar direct mail campaigns for nearly 50 clients in the healthcare insurance space covering Medicare, Medicare and Commercial LOBs and our value-based care partners.

Director of Marketing Communications The Cooper Institute 2018 – 2020

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 Tier 1 and trade 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 (AARP, TIME, The New York Times, The Washington Post, ABC News, Runner's World, Outdoor Magazine, Women's Health, Men's Health, Dallas Morning News, Med Post).
- Wrote, directed and 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 million people in the U.S.
- Created and executed youth marketing strategy and media campaigns for FitnessGram SaaS product and health program, including a new website, *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.
- Modernized an aging brand to recapture the deserved legacy and vision of aerobics pioneer, Dr. Kenneth H. Cooper.

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 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 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 QSI Group / Insite Interactive 2013 – 2015

Client & Account Services, Project Management, Web Development & Digital Strategist

- Managed account services and client relations for business development and fulfilled RFPs.
- 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.
- 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 education, nonprofit, transportation, security and consumer products.

Public Relations Assistant Tucker & Associates Public Relations 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; Managed \$4.5 million department budget and all vendor relations.
- Coordinated and executed large-scale events, including the Texas Rangers Winter Carnival, Dallas Stars seasons ticket holder gala, and the opening of the American Airlines Center and transition of season ticket holders from Reunion Arena.

Skills

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- 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
 - Direct Mail Campaign Management
 - Email Campaigns
 - Event Planning
 - Executive Communications
 - External Communications
 - Government Affairs, Public Affairs, Public Information
 - Healthcare Marketing
 - Internal Communications
 - Managing Client & Agency Relationships
 - Marketing Strategy & Communications
 - Media Relations
 - Paid & Organic Social Media
 - Print Production Management
 - 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