

NICOLE FREELING

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PROFESSIONAL SUMMARY

Communications professional with experience crafting and executing communications strategies, producing high impact content and leading public relations efforts to advance an organization's messages and objectives. Expertise in using both data and narratives to build affinity for an organization and connect emotionally with stakeholders and the public. Adept at forging relationships with reporters, garnering media coverage and crafting and placing Op Eds.

SKILLS & EXPERTISE

Communications Strategy and Planning • Writing/Editing • Media Relations • Digital & Social Media • Project Management • Brand Stewardship

EXPERIENCE

UNIVERSITY OF CALIFORNIA OFFICE OF THE PRESIDENT | Oakland, CA

Senior Communications Strategist

2011 – Present

Develop and execute communications strategies that advance institutional messages and build affinity for the university with the public, alumni, advocates and policymakers. Spearhead campaigns that garner media coverage and highlight UC's contributions in research and education. Produce content for multiple audiences across diverse platforms, including websites and digital properties, newsletters, articles, social media campaigns and printed collateral.

Cover issues of social mobility, undergraduate and graduate research, student opportunity and college access. Find the stories, data points and public relations opportunities that will connect with audiences and issues of the day. Develop and produce content, including news stories, infographics, op-eds, interactive and multi-media pieces for websites, to illustrate UC's leadership and value.

Key Achievements:

- Played a key role in communications that drove advocacy in support of UC's undocumented students and its efforts to [defend DACA](#) before the Supreme Court, winner of CASE award for advocacy communication.
- Spearheaded the UC-wide [Firstgen](#) visibility campaign, which garnered national media attention and continues to flourish across all UC's 10 campuses.
- Developed a partnership with Michelle Obama's Reach Higher initiative and helped bring Mrs. Obama to UCLA for her [2019 College Signing Day](#). The event brought 10,000 low-income and first-generation college-bound to celebrate with celebrities and the former First Lady.
- Conceived and developed "[If UC were 100 students](#)" interactive infographic, being used by admissions, outreach and government relations units to promote a message of affordability and access, winner of CASE award for higher education communication.

GLOBAL FOOTPRINT NETWORK | Oakland, CA

Senior Communications Manager

2008 – 2011

Elevated the company's profile through media and public outreach, messaging and placement of articles in leading publications. Developed communications strategies, external messaging guidelines, and internal style standards. Created and executed media relations strategy and plan. Organized media campaigns, wrote press releases and cultivated reporter relationships to garner coverage in national and international outlets.

Ghostwrote articles by-lined by leading research team members, wrote blog posts and monthly e-newsletter. Used web and email editing software to layout e-newsletter and distribute to 30,000 people on mailing list. Maintained and updated website. Wrote and managed production of Annual Report. Edited and proofread reports and external communications.

Key Achievements:

- Landed coverage of the organization in outlets such as the Washington Post, the New York Times, National Geographic, the Financial Times and other leading publications
- Established Global Footprint Network as a go-to expert on issues of sustainability and resource consumption
- Marshaled pride points and wrote organizational narrative to help secure \$2 million Skoll Foundation award

WRITER/EDITOR | San Francisco & Berkeley

Freelance Services

2002 – 2008

Provided custom content and editorial services for clients including Lexus, Geico Insurance, Diablo Custom Publishing and QuestCorp Communications. Blogger covering the San Francisco School Board for GreatSchools.net. Writer for publications of Alta Bates Medical Center, Mills-Peninsula Hospital, John Muir Medical Center and others.

HALF MOON BAY REVIEW | Half Moon Bay, CA

Staff Writer

2000 – 2002

Reporter covering environment, land use, farming and fishing economies, and education for California coastal community. Wrote award-winning stories that reflected the rich cultural and economic diversity of the region, including breaking news, features, investigative pieces and multi-part series. Filed stories on daily and weekly deadlines. Coordinated photo assignments.

STRINGER/CORRESPONDENT | Prague, CZ and Atlanta, GA

Freelance Services

1994 – 1999

Journalist based in Prague covering changes in the emerging capitalist economy for international banking newsletters and publications including *USA Today*, the *Miami Herald*, *Entrepreneur Magazine*, and *Central European Business Weekly*. Upon moving back to the states, served as a freelance writer for *Details Magazine*, *Atlanta Magazine*, the *Atlanta Business Chronicle*, *Natural Living Today* and *Women.com*. Produced sponsored content for *BusinessWeek*, Georgia State University and others.

LAFFERTY PUBLICATIONS | Atlanta, GA

U.S. Editor, Cards International

1992 – 1994

Coordinated, assigned and edited all U.S. copy for international banking newsletters. Reported breaking news in the banking industry; generated news leads and exclusive stories; wrote feature stories on trends in the industry; covered banking conferences.

AMERICAN CITY & COUNTY MAGAZINE | Atlanta, GA

Associate Editor

1990 – 1992

Followed news and industry trends to pitch, produce and write stories for monthly magazine for municipal governing officials. Edited financial and procurement columns, wrote feature stories to provide insight to decision-makers on key economic, land use and ecological resource issues.

EDUCATION

EMORY UNIVERSITY | Atlanta, GA

1990

Bachelor of Arts, English and Modern Languages

Dean's List / Member, Sigma Tau Delta English Honor Society