





NICOLE REED

Writer + Content Strategist

CONTACT

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SKILLS

Talent for bringing structure where there is none & growing companies beyond founder stage

Developing content plan to communicate business expertise

Partnership development, public speaking & workshop facilitation

Proficient written & spoken Spanish

EDUCATION

B.A. // RELIGION
Smith College
Northampton, MA
Dean's List

URBAN AGRICULTURE & FOOD JUSTICE CLASSES
Farm School NYC
2012-2015

PROFILE

Writer with 10+ years experience in research and communication strategy, seeking to build a more just economy and society. Vocal advocate for social enterprise, the natural world, and economic opportunity for all. Also experienced in partnership development, supervising employees, and managing budgets.

EXPERIENCE

WRITER + CONTENT STRATEGIST // 2016 - present

- Write original articles with focus on issue advocacy, business development, and attracting new prospects/audience.
- Develop outbound communications, e.g. newsletters, drip email campaigns to welcome new sign-ups.
- Write new elements, as needed, including project case studies, proposals, annual/impact reports.
- Evaluate client website analytics and interpret data to inform editorial calendar and/or sales plan.
- Manage client application to become B Corp certified.
- Facilitate workshops with company founders to define Mission, Vision statements, company values, policies, and more.

DOWN TO EARTH MARKETS // 2012 - 2016

Communications Manager

Down to Earth Markets manages farmers markets in and around NYC.

- Created company media and communications plan, including editorial calendar, press releases, blog, and videos.
- Wrote weekly newsletter to 10K+ customers. From 2014 to 2015, increased open rates 4% through audience targeting. Decreased email opt-out rates by 35% over same period.
- Pitched stories to media; also wrote original articles for press.
- Oversaw company advertising, including management of budget, freelance designers, printers, website programmer, and more.
- Wrote market vendor profiles: interviewed, photographed, and publicized stories of local farmers and food makers.
- Facilitated town-hall style meetings with vendors and local communities; encouraged every voice to be heard.
- Initiated and supervised successful application for B Corp certification; Down to Earth Markets named "Best for the World" with score in top 10% for environmental and social impact.

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TECH SKILLS

Salesforce
Google Analytics
Social media
Photography
Basecamp
WordPress
Tumblr
Familiarity with Adobe
Creative Suite

EXPERIENCE CONTINUED

SLOW MONEY NYC // 2010 - 2012

Founding Steering Committee Member (Volunteer)

Slow Money NYC is a national movement to develop investment channels for sustainable food and farming businesses.

- Co-produced first-ever Slow Money NYC Entrepreneur Showcase.
- Set up slowmoneynyc.org website and promoted events via original posts and social media.

GROUNDSWELL: FIELD REPORTS FROM THE FOOD REVOLUTION

2009 - 2011 // Blog Creator & Writer: groundswellblog.wordpress.com

- Reported on events and people in movement towards independent, organic, and local food.
- Built network of farmers, food entrepreneurs, and advocates working to provide alternative to conventional food system.
- In April 2010, Groundswell selected by Wordpress editors for "Freshly Pressed," best blog posts on site.

BENEVILLE STUDIOS // 2007 - 2009

Commercial Director + Senior Project Manager

Beneville Studios is an art and invention studio in New York City that creates one-of-a-kind, custom portraits.

- Established studio rates and project billing structure. Budgets ranged from \$50K - \$500K.
- Engaged prospective clients after initial meetings. Wrote and presented proposals, outlining ideas, timeline, and payment schedule for projects.
- Managed employee hiring; wrote employee handbook.
- Supported studio founder, Michael Beneville, in articulating company vision and process. Wrote Creative Process Folio, introductory kit about studio process/fees for clients and media.

ADDITIONAL EXPERIENCE

Years in international development and public policy through programs dedicated to Track II (non-official) Diplomacy. Focused on conflict prevention and resolution in Latin America, including work in Colombia to facilitate peace panel hosted by U.S. Embassy in Bogotá. Also lived and worked in Buenos Aires, Argentina, as U.S. representative to foundation dedicated to improving Argentine public administration.