

Nicole E. Farley

(207) 838-9055 | nicoleefarley@gmail.com
nicoleefarley.com | www.linkedin.com/in/nicole-farley

Skills

- Strong written and verbal communication skills; competent in technical writing and storytelling
- Organized with time management and prioritization; proactive and diligent; detail oriented
- Proficient with Microsoft Office, Adobe Creative Cloud, web CMS tools, and social media channels

Education

Champlain College, Burlington, VT
Bachelor of Science Degree in Communication

Champlain College, Dublin, Ireland
Study Abroad Program

Relevant Work History

NEWS CENTER Maine (TEGNA), Portland, ME

Broadcast Producer

September 2023 - Present

- Select and prioritize content for newscast, determine order of stories, write scripts for new content and refresh scripts for recycled content; combine live pictures, graphics, compelling video and emotional sound to create an engaging experience for audience
- Lead 11 o'clock team, communicating and coordinating with anchor, reporter, photographer, meteorologist, editor, digital producer, and production team to ensure comprehensive coverage and a smooth broadcast
- Coordinate with director, anchor through show while monitoring and editing rundown to ensure timeliness
- Manage breaking news coverage, including making coverage decisions and contacting sources

Partners Bank, Sanford, ME

Communications and Marketing Coordinator

May 2022 - August 2023

- Communicated consistently with executive team and branch managers to brief on upcoming and current campaigns, ensuring connectivity and cohesiveness between corporate and branches
- Ownership of written materials including press releases, newsletter, brochures, blog posts, and more
- Proofread library of brochures and posters as well as ensuring all documents meet compliance
- Assisted in planning and execution of both multi-branch and off-site events

The MEMIC Group, Portland, ME

Communication Associate

February 2022 - April 2022

- Maintained many responsibilities from Assistant role while training team members on administrative tasks to facilitate redistribution of team workloads, conducive to my transition into a role with greater responsibility in development and project ownership

Communication Assistant

July 2019 - February 2022

- Composed company-wide communications, including emails, digital signage, intranet pages, and more
- Managed projects through collaboration with internal clients, key subject matter experts, and leaders to develop and execute strategic, multi-faceted communication plans
- Spearheaded social media management and increased engagement by 519% within first month
- Drafted press releases, stewarded through finalization process, and distributed to media contacts
- Conducted administrative duties including maintaining an overall knowledge and understanding of department and company operations and status of current and future projects and campaigns

Communication Temp

September 2017 - November 2017

- Transferred content from former website to current, paying high level of attention to detail and formatting
- Coordinated with stakeholders across company to ensure consistency in company messaging

Communication Intern

Summer 2015

- Transcribed six hours of employee interviews, curating key soundbites for company culture video
- Proofread press releases and marketing materials prior to release