



Sarah Freeman

Wheat Ridge, CO | 805-208-6600 | SarahBultemaFreeman@gmail.com | thewritesarah.com

PROFESSIONAL SUMMARY

Respected communications professional with a passion for building culture, engagement and strong teams within organizations and communities. Expert in developing, managing and executing both long-term strategies and daily communications – including through digital, verbal, virtual and in-person platforms. Puts people first while using metrics to enhance messaging and engagement. Brings a positive attitude, strong work ethic and values-based mindset to move employees, leaders and organizations forward. Skills include:

Written / Verbal Communication ■ Communications Strategy ■ Intranets ■ Website Copy
Executive Communications ■ Engagement ■ Equity and Inclusion ■ Communications Workflow ■ Leadership

CAREER HIGHLIGHTS

- Created and implemented organization's first intranet, which receives 1.7 million total page views annually.
- Launched and oversaw mass newsletter strategy, growing average open rate by 17 percentage points to 44%.
- Led internal crisis communications for 15,000-employee district during Denver teacher strike and COVID-19.
- Supported the creation of a district-wide culture shift that included the establishment of Shared Core Values, a clear vision, and employee recognition and appreciation programs.
- Earned exclusive reporting access with a family mourning the loss of their son, a soldier killed in Afghanistan.

EXPERIENCE

Communications/Marketing Consultant + Freelance Writer

Denver, CO | June 2022 - present

Provides an array of writing, communication and marketing supports to various organizations and companies, with an emphasis on education and nonprofits.

- Projects include: Website strategy, content creation and development; city-wide marketing campaign; newsletter strategies and writing; magazine article writing; social media strategies; audience engagement strategies; blog writing and SEO optimization.
- Clients include: RootED Denver, including individualized school marketing support; Focus Points Family Resource Center; EDUCATE Denver; Campfire Digital; Englewood Magazine; and more.

Director of Internal Communications, Denver Public Schools

Denver, CO | December 2014 - June 2022

Ensured 15,000 employees were informed, engaged and feeling valued by leading recognition and engagement efforts, executive-level communications, intranet management, internal crisis communications and district-wide events.

- Established strategic direction for communications deliverables and programs across the district; acted as a consultant to all levels of the organization.
- Oversaw editorial planning for and execution of five e-newsletters each week, daily updates to the intranet and other urgent communications as needed, typically signed by a senior leader of the organization.
- Created executive communications, including talking points, presentations and events; consulted with leaders to drive strong, strategic executive communications to build transparency and move the mission forward.
- Served as an internal PR agent by promoting good work and celebrations, and building a shared sense of team.

- Led internal crisis communications and ad hoc communications that arose.
- Oversaw recognition and engagement programs aimed at all employees and specific employee groups.
- Moved equity and inclusion forward with culturally responsive communications and intentional equity highlights.
- Led a team of high-performing writers, editors, web developers and communications professionals.

Manager of Internal Communications, Denver Public Schools

Denver, CO | January 2013 – December 2014

Planned, promoted and implemented communication strategies to inform and engage mass internal stakeholder groups, including all employees, school leaders, teachers, administration and more.

- Amplified the voice and messages of the superintendent by managing that role's mass communications.
- Wrote, formatted, edited and proofed press, web and print content; official statements; publications; announcements; and promotional materials.
- Created, managed and utilized communication tools to engage stakeholders and create a two-way conversation, including through publications, executive communications, website postings, videos, photos, contests and events.
- Developed branding, promotion and communication standards to ensure consistent and effective messaging.
- Led annual district-wide campaigns, from strategy to execution, to bolster employee engagement and recognition.

Communications Coordinator, Denver Public Schools

Denver, CO | February 2012 – January 2013

Managed the weekly production of two employee-facing e-newsletters, including gathering content, editing and publishing.

- Worked closely with the Director of Internal Communications and the Director of Media Relations to ensure district's good news was consistently communicated and promoted.
- Provided copy-editing support for internal and external communications.
- Covered district events and happenings, and wrote related articles for promotion in newsletters and the website.
- Supported in the planning and execution of large-scale employee engagement events and meetings.

International Freelance Writer, Various Publications

Rio de Janeiro, Brazil and Colorado | March 2011 – February 2012

- Excelled with a multifaceted writing style to produce informative and comprehensive articles and content.
- Used social media, search engine optimization and websites to promote content.
- Photographed in-the-moment images to create a robust reader experience.

Community Reporter, Loveland Reporter-Herald Newspaper

Loveland, CO | August 2007 – March 2011

- Wrote breaking news stories and compelling feature articles on a same-day deadline.
- Connected the community by showcasing the unsung stories in day-to-day life.
- Reported on a variety of topics, including nonprofits, current events and cultural happenings.

EDUCATION

Colorado State University, B.A. in Journalism and Technical Communication

Fort Collins, CO

University of Newcastle, Academic Undergraduate Study Abroad Program

Newcastle, Australia

AWARDS

DPS Kudos for Customer Service (2014-2021) ■ COSPRA Excellence Award - Writing (2018) ■ COSPRA Excellence Award - Intranet Website (2017) ■ COSPRA Excellence Award - E-Newsletter; Marketing Materials/Campaign (2016) ■ Top awards by Colorado Press Association (2010, 2009) and National Newspaper Association (2009) ■ Employee Spotlight Award at Loveland Reporter-Herald (2008) ■ Outstanding Service to Veterans from the Disabled American Veterans (2008) ■ Outstanding Media Recognition Award from Daughters of the American Revolution (2008) ■ Outstanding Graduate in Journalism at Colorado State University (2006) ■ Athletic scholarship for swimming, Colorado State University (2002)