



Sarah Freeman

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PROFESSIONAL SUMMARY

Respected communications professional with a passion for building culture, engagement and strong teams within companies and communities. Expert in developing, managing and executing both long-term strategies and daily communications - including through digital, verbal, remote 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 ■ Executive Communications ■ Intranets
Engagement ■ Content Management Systems ■ Leadership ■ Communications Workflow

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

Director of Internal Communications, Denver Public Schools

Denver, CO | December 2014 - present

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

- Establish strategic direction for communications deliverables and programs across the district; act as a consultant to all levels of the organization.
- Oversee 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.
- Create executive communications, including talking points, presentations and events; consult with leaders to drive strong, strategic executive communications to build transparency and move the mission forward.
- Serve as an internal PR agent by promoting good work and celebrations, and building a shared sense of team.
- Lead internal crisis communications and ad hoc communications that arise.
- Oversee recognition and engagement programs aimed at all employees and specific employee groups.
- Move equity and inclusion forward with culturally responsive communications and intentional equity highlights.
- Lead a team of high-performing writers, editors and communications professionals.

Manager of Internal Communications, Denver Public Schools

Denver, CO | January 2013 - January 2015

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 network forums, search engine optimization and websites to promote content.
- Overcame language, cultural and social obstacles to communicate with people from all backgrounds.
- 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.

Reporting & Editing Internship, Live Listing Magazine

London, United Kingdom | March 2007 - July 2007

- Wrote and edited articles with topics ranging from interesting people to concert previews.
- Demonstrated flexibility, adaptability and independence by working in a foreign country.

Reporting Internship, Fort Collins Weekly

Fort Collins, CO | August 2006 - February 2007

- Formulated story ideas and wrote articles for the Arts and Culture section of paper.

EDUCATION

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

Fort Collins, CO | November 2006

University of Newcastle, Academic Undergraduate Study Abroad Program

Newcastle, Australia | Spring 2005

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)