

NICOLE E. FARLEY

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

SKILLS

- Strong written & verbal communication skills; competent in technical writing & storytelling; graphic design.
- Organized with time management & prioritization; proactive & diligent; detail oriented.
- Proficient with Microsoft Office; Adobe CS; web CMS tools & HTML; social media channels.

RELEVANT WORK HISTORY

Partners Bank, Sanford, ME

Communications and Marketing Coordinator

May 2022 - Present

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

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

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.
- Recut informative ergonomic video to be more succinct.
- Proofread press releases and marketing materials prior to release.

Spielpalast Cabaret, Burlington, VT

Production Intern

January 2017 - May 2017

- Composed press releases and blog posts, infusing copy with language of the 1920's to stay consistent with company branding and voice.
- Created and implemented social media campaigns around key events, carefully crafting all related posts.
- Contacted and partnered with local businesses to raise 13.3% of 2017 sponsorship and donations.

DREAM Mentorship Program, Burlington, VT

Development Intern

January 2017 - May 2017

- Assisted in compiling and refining key messages to be featured on new website.
- Performed in-depth audit on website, taking extensive notes and reporting findings to management.
- Designed framework for new website that reflected tone of organization.

EDUCATION

Champlain College, Burlington, VT

Bachelor of Science Degree in Communication

Champlain College, Dublin, Ireland

Study Abroad Program

Relevant Coursework: Journalism, Photo Journalism, Video Storytelling, Electronic Media Writing, Digital Marketing, Media and Society, Visual and Digital Fundamentals, Creativity and Conceptual Development, Contemporary Media Issues, Communications Law, Democracies