

Kyle R Freund

Contact

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Education

Cardinal Stritch University,
Milwaukee, Wis.

MBA, 2002
BA, 1999; 3.63/4.0 GPA
Undergraduate Major:
Public Relations

Professional Profile

Communications and marketing professional with over 12 years experience in strategic communications and marketing for non-profits and NGOs. English and Spanish bilingual with intercultural experience working alongside rural, indigenous families. Award-winning writer and photographer. Born and raised on a small family-run dairy farm in rural Wisconsin.

Skills and Expertise

Strategic Communications, Corporate Social Responsibility, Cross-Cultural Team Management, Content Strategy and Web Development, Social Media, Media Relations, Graphic Design, Feature Writing, Photography

References

“Kyle Freund is the kind of employee everyone wants. He is proactive and committed as well as passionate about his work. His outgoing personality brings others into the circle of the organization and helps generate support and awareness.”

Carolyn Fairman, former Executive Director of Coffee Kids

“...Kyle brings creative solutions to the table and produces results. He is a team player, while at the same time, runs independently with projects to get the job done.”

Jennifer Stapper, former Manager at Fairtrade International

Additional references available upon request.

Work Experience

Fairtrade America

Digital Content Manager
Washington, D.C.
(remote from Madison, Wis.)

October 2015-Present

Fairtrade America licenses the Fairtrade Mark and promotes fair trade in the United States. Our efforts directly contribute to improving the livelihoods of more than 1.6 million farmers and workers across 74 countries.

- Develop and implement digital and content strategy
- Manage website development for www.fairtradeamerica.org
- Oversee social media programming across multiple channels
- Oversee editorial calendar development and implementation
- Provide design and copyediting for collateral material
- Develop and implement Google Adwords strategy

Fairtrade International

Liaison Manager & Web Editor
Bonn, Germany

June 2010-September 2015

Fairtrade International is a global association of 28 organizations working to secure a better deal for farmers and workers in developing countries.

- Developed and implemented communications strategy, including stakeholder management, public relations, internal communications, web and social media
- Established initial social media strategy with consistent audience engagement across multiple channels
- Led development and launch of re-branded online presence
- Served as lead writer and spokesperson for coffee, Fairtrade's largest product

Coffee Kids

Communications Manager
Santa Fe, NM, USA

Feb. 2007-May 2010

This non-profit previously was dedicated to improving quality of life and livelihoods for coffee-farming families building a bridge between them and coffee-related companies.

- Developed integrated communications plan for all audiences
- Served as organizational spokesperson and provided media training
- Produced, wrote and designed collateral materials
- Generated more than \$42,000 worth of in-kind advertising in 2009-2010 fiscal year
- Managed and developed website
- Established and implemented initial social media strategy

Kohnke Hanneken, Inc.

Public Relations Account Executive
Milwaukee, WI, USA

May 2006-Jan. 2007

Kohnke Hanneken, Inc., was one of Milwaukee's top integrated marketing agencies with a strong mix of local and national clients.

- Served as primary contact and acted as spokesperson for a global certification body, major hotel, and health care furniture company
- Wrote and designed marketing and PR materials for a variety of clients
- Conducted media training and message planning for clients

United States Peace Corps

Marketing Consultant
Union Cuchumateca Cooperative
Chiabal, Guatemala

Sept. 2003-Dec. 2005

United States Peace Corps volunteers live and work side-by-side with people in countries around the globe. I served two years with a small cooperative in Northwest Guatemala and provided additional training to other cooperatives and associations.

- Worked with cooperative to achieve a 100% increase in production and sales
- Developed marketing plans and branding for three cooperatives
- Wrote and produced best practices manual and implemented training for staff
- Implemented product taste tests
- Conducted all work and training in Spanish

Cardinal Strich University

Assistant Director of Public Relations
Milwaukee, WI, USA

July 1999-Sept. 2003

Cardinal Strich University is Wisconsin's second-largest private university. Originally hired as a PR Officer, I was eventually promoted to Assistant Director.

- Collaborated with newspaper, television, radio and web outlets
- Produced articles and photography for alumni magazine, circ. 20,000
- Designed and produced university publications and websites
- Proofread all materials produced by office
- Managed student workers and interns

Computer Experience:

Microsoft Office, Adobe Design Suite, FTP and Web Applications, HTML & CSS coding, CMS management (Wordpress, Typo3, Sitecore), basic video editing, online newsletter systems, PC and Apple platforms

Awards and Honors:

- 2016-2017 Served on Willy Street Cooperative's Community Reinvestment Fund Grant Committee
- 2017 Board Member of Food 4 Farmers
- 2011 Two stories featured in "Gather the Fruit One by One," a compilation of non-fiction edited by Pat and Bernie Alter
- 2008 Jury selected image in "The International Peace Corps Exhibition" at The Center for Fine Art Photography, Denver, CO
- 2008 Jury selection & 1st prize for image in "Photo New Mexico" at Underground Gallery, Santa Fe, N.M.
- 2001 Wisconsin Communicators Award, 1st Prize Feature Story, "The Spy Who Came in from the Cold"
- 2001 Wisconsin Communicators Award, Merit Award Non-profit Magazine