

Kyle Freund

- > Digital Content Manager
- > Social Media Manager
- > PR Account Executive
- > Content Strategist

EDUCATION

Cardinal Stritch University,
Milwaukee, Wis.

MBA, 2002

BA Communications, 1999

LANGUAGES

English (native)

Spanish (fluent)

German (conversational)

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PROFESSIONAL PROFILE

Strategic communications professional with over 15 years of experience in digital and print. Content strategist and social media manager skilled in campaign creation, collateral development, and implementation. Award-winning writer and photographer. Born and raised on a small family-run dairy farm in rural Wisconsin.

PROFESSIONAL HIGHLIGHTS

- > Led launch of rebranded websites for multiple non-profits, including content development & branding
- > Developed & implemented first-ever social media strategy for global brand with strong organic growth over five years.
- > Managed & scripted TwitterChat campaign that averaged 7.6 million timeline deliveries & 109 participants over 2016-2017.
- > Project managed global NGO's monitoring & impact report, including editing, design, development & global distribution of 128-page report.
- > Managed media and social media crisis communications, including monitoring, messaging, media training.

EXPERIENCE

Fairtrade America – Washington, DC (Remote work from Madison, Wis.) - 2015-Present

Media Manager & Digital Content Manager

- > Developed & implemented digital and content strategy resulting in a 38% increase in overall web traffic in 2017
- > Managed social media agency and contributed to messaging and campaign strategy
- > Oversaw Google Grants Adwords strategy development and implementation contributing to a 20% increase in traffic
- > Managed PR program generating more than 90 million estimated impressions & an ad value equivalency of \$832,000 in 2016-17
- > Acted as organizational spokesperson responding to media requests & conducting on record interviews
- > Researched, wrote & placed editorials and articles for publication in trade, specialty & general media outlets
- > Liaised with CPG and brand partners to co-promote fair trade in media and events

Fairtrade International – Bonn, Germany – 2010-2015

Liaison Manager & Web Editor

- > Developed & implemented Fairtrade's first-ever social media strategy, including writing, graphics work and evaluation
- > Led redevelopment and launch of re-branded websites (www.fairtrade.net & www.info.fairtrade.net)
- > Created & conducted training sessions in social media crisis management, impact communications & storytelling
- > Edited & produced Fairtrade International's 2016-2020 Global Strategy with global rollout across multiple channels

- > Developed communications strategy & led implementation during the launch of Fairtrade America, a completely new organization
- > Served as lead writer & PR contact for coffee, the world's largest Fairtrade product, including coordination of media trip to Ethiopia
- > Prepared statements, media briefings, book forewords, and blogs on behalf of CEO and leadership team

Coffee Kids – Santa Fe, NM – 2007-2010

Communications Manager

- > Developed comprehensive communications plan for wide variety of constituents, including donors, partner organizations & general public
- > Project managed website redevelopment
- > Established social media presence contributing to broad increase in industry awareness
- > Produced, wrote and provided photography for all collateral materials
- > Programmed and wrote monthly electronic newsletter, circ. 4,500
- > Wrote and composed quarterly print newsletter, circ. 2,500
- > Generated an average of \$42,000 worth of in-kind advertising

ADDITIONAL ROLES

- > PR Account Executive, Kohnke Hanneken Advertising, 2006-2007
- > Agricultural Marketing, United States Peace Corps, 2003-2005
- > Assistant Director – Public Relations, Cardinal Stritch University, 1999-2003

PUBLICATIONS

- > [Chocolate is a luxury, the people who produce it live in extreme poverty](#), Washington Post, July 2018
- > [The Future of Coffee Depends on You\(th\)](#), March 2018
- > [Pilot Study Explores Coffee Farmers' Living Income Issues by Region](#), Daily Coffee News, June 2017
- > [Burgeoning Berlin](#), Barista Magazine, January 2015

COMPUTER SKILLS

Microsoft Office, Adobe Design Suite, FTP and Web Applications, PC & Apple platforms

AWARDS, HONORS AND SERVICE

- > 2016-present - Member of Willy Street Cooperative's Community Reinvestment Fund Grant Committee
- > 2017-present - Board Member of Food 4 Farmers, NGO dedicated to improving food security for coffee-farming communities
- > 2011 – Two short stories featured in "Gather the Fruit One by One," a compilation edited by Pat and Bernie Alter
- > 2008 - Jury selected and first prize for an image in "Photo New Mexico" at Underground Gallery, Santa Fe, N.M.