

*Nicole Barry* | communications specialist

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**Media Relations | Community Relations | Government Relations | Political Campaigns  
SEO Web Copy | Press Releases | Talking Points | Speech Writing | Press Kits | Creative Writing  
New Media - Social Networking, Blogging, Twitter, Video Sharing | E-Newsletters  
Word, Excel, PowerPoint, Outlook, FrontPage, Publisher | Photoshop, PageMaker | QuarkXPress  
Fundraising | Event Planning | Basic Spanish Fluency | Public Speaking | Branding  
Website Concept + Design | Basic HTML + Graphic Design | Photography**

## EDUCATION

- Master's Degree | Media and Cultural Studies | University of Sussex | Brighton, England
- Bachelor's Degree | Public Relations and Spanish | Shorter College | Rome, Georgia  
Summa Cum Laude | Valedictorian | Full-tuition Presidential Scholar

## PROFESSIONAL EXPERIENCE

**2004 – 2009** | Vice President of Client Services, Hurst Public Relations, Marietta, Georgia

- Manage client accounts – develop and implement strategic PR plans
- Write and distribute press kits, press releases, feature articles and op-eds
- Create and implement proactive traditional media and new media strategy; pitch and place media; serve as client spokesperson
- Build all media databases; maintain excellent relationships with media nationwide
- Organize press conferences, media tours, community events; Schedule keynote speakers
- Produce and distribute print and electronic publications
- Advise on political campaigns (media, direct mail, constituency services, fundraising, talking points, position papers, community events, photo shoots, E-communications)
- Create talking points, speeches and PowerPoint materials for client presentations
- Research and anticipate emerging industry issues, develop talking points
- Conduct and direct photo shoots

**2003 – 2004** | Press Secretary, Herman Cain for U.S. Senate, Georgia

- Ran the entire press operation, conducting all media relations as spokesperson
- Organized press conferences, media tours
- Developed talking points and position papers
- Wrote and distributed daily press releases and op-eds; Pitched and placed media
- Updated website daily and created and distributed E-newsletters
- Wrote and delivered speeches
- Collected daily press clippings and created policy briefings for candidate
- Took campaign trail photos

## PROFESSIONAL EXPERIENCE CONT.

**2003** | Communications Intern, Rome Midday Optimist Club, Rome, GA

- Researched and began process of non-profit incorporation for ice rink
- Wrote letters of interest and articles of incorporation
- Designed and laid out sponsorship packages for annual event on QuarkXPress
- Coordinated the new member banquet

**2001 - 2003** | News Editor, The Periscope, Shorter College, Rome, GA

- Designed and laid out news pages using QuarkXPress
- Wrote and published news and feature articles
- Photographed and published newsworthy persons, places, and events

**2002** | Communications Intern, Darlington Private School, Rome, GA

- Researched, wrote, and distributed press releases
- Took photos for Web site and press releases
- Coordinated photos for annual fund report

**2001 - 2002** | Assistant to the Alumni Director, Shorter College, Rome, GA

- Planned and executed special events
- Managed data using Blackbaud software
- Coordinated mailings to alumni
- Proofread alumni publication, The Shorter Magazine

**2001** | Communications Intern, March of Dimes, Atlanta

- Researched, designed, and laid out draft newsletter for annual fundraising event using Microsoft Office Publisher
- Designed flyers for annual fundraising event using Publisher
- Wrote press releases
- Researched foundations
- Corresponded with potential and established donors

## CIVIC ORGANIZATIONS

**2007 – present** | Volunteer Teacher, English as a Second Language

**2005 – 2006** | Member, Gwinnett Ballet Theatre Board of Directors