

# Nicole E. Farley

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## Skills

- Strong written and visual storytelling; excellent written and verbal communication
- Highly organized with time management and prioritization; proactive, diligent, and detail-oriented
- Proficient in Adobe CC, CapCut, Canva, web CMS tools, Microsoft Office, and social media platforms

## Education

Champlain College, Burlington, VT  
Bachelor of Science Degree in Communication

Champlain College, Dublin, Ireland  
Study Abroad Program

## Relevant Work History

### NEWS CENTER Maine (TEGNA), Portland, ME

#### *Broadcast Producer*

*September 2023 - May, 2025*

- Selected and prepared content for newscasts: determined order of stories; wrote scripts for new content and updated scripts for re-aired content; combined graphics, compelling video, emotional sound, and live shots to create an engaging viewer experience
- Led 11:00 p.m. broadcast team, collaborating with anchor, reporter, photographer, meteorologist, editor, digital producer, and production crew to ensure comprehensive coverage and a smooth show
- Maintained on-time live broadcasts by closely monitoring and adjusting rundown and scripts throughout each show, coordinating changes with director and on-air talent
- Managed breaking news coverage, making editorial decisions and contacting sources
- Shot content for air when short-staffed or encountering news-worthy subject matter outside of work shift
- Contributed to 2024 Edward R. Murrow Award-winning team coverage

### Partners Bank, Sanford, ME

#### *Communications and Marketing Coordinator*

*May 2022 - August 2023*

- Owned development of written materials, including press releases, newsletters, brochures, and blog content
- Collaborated with community partners to develop engaging, iPhone-style social media content
- Communicated regularly with executive leadership and branch managers to align on campaigns and ensure consistent messaging across the organization

### The MEMIC Group, Portland, ME

#### *Communication Associate*

*February 2022 - April 2022*

- Maintained responsibilities from Assistant role while training team members on administrative processes to facilitate redistribution of team workloads, enabling workload redistribution and supporting transition into a more strategic role with greater responsibility

#### *Communication Assistant*

*July 2019 - February 2022*

- Composed company-wide communications, including emails, digital signage, and intranet pages
- Managed projects in collaboration with internal clients (primarily Human Resources), key subject matter experts, and leadership, to develop and execute strategic, multi-faceted communication plans
- Spearheaded social media management efforts, increasing earned engagement by 519% within first month
- Drafted press releases, stewarded through finalization process, and distributed to media contacts
- Conducted administrative duties, including maintaining an overall knowledge and understanding of department and company operations and coordinating with vendors and sponsorship partners

#### *Communication Temp*

*September 2017 - November 2017*

- Migrated website content with a high level of accuracy and attention to formatting
- Coordinated with stakeholders across company to ensure consistency in company messaging

#### *Communication Intern*

*Summer 2015*