

# Trish Freshwater, APR

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## Education

Master of Science in Public Relations  
University of Southern Mississippi, Hattiesburg, Miss.

Bachelor of Arts in Psychology; Minors: English and Communications  
Marist College, Poughkeepsie, NY

## Professional Summary

**Strategic planning and project management:** served on executive team as communications lead for an extensive study of international utility's U.S. business to identify business process improvements and efficiencies, organizational structure changes and funding for business priorities such as reliability; managed utility's advisory board program for six boards across South Carolina consisting of CEOs, presidents and other community leaders; designed and implemented a corporate logo with a graphic identity standards manual; planned special events both large and small; and hired and supervised a public relations assistant and summer interns.

**Marketing and media relations:** developed and executed public affairs marketing plan for the expansion of statewide utility's natural gas business; worked with local, state, national and trade media; developed college recruitment materials; assisted in the marketing of large multi-specialty healthcare clinic; and marketed a small southern city as a retirement destination.

**Social media and online content:** launched a Ning.com community for utilities to discuss social media – nearly 200 members in the first six months; leading mid-size utility's efforts on Twitter and YouTube; manage and serve as chief blogger for an energy efficiency blog; developed social media policies and procedures; developed and maintained several corporate and non-profit Web sites and Intranets.

**Communication and writing skills:** developed internal communication plans to inform nearly 9,000 U.S.-based employees for international utility about mergers, change management, benefits and international travel issues; wrote corporate announcements and e-mails, speeches, press releases, newsletter and magazine articles, brochures, advertisements and Web site materials.

**Crisis management:** educated in the Incident Command system and experienced in managing the media during a crisis, such as natural and man-made disasters and negative consumer-driven scenarios.

**Academic activities:** taught introduction to public relations, public relations writing and public speaking courses; supervised independent studies in Web design and communication campaigns; supported full-time faculty with curriculum consistency and development; advised students about degree requirements and communication tracks; and served as professional advisor to student organizations.

## Work Experience

- ☐ Senior Communications Manager, Sodexo, Gaithersburg, Md., July 2010-present
- ☐ Public Affairs Coordinator, SCANA Corp., Charleston, S.C., June 2007-June 2010
- ☐ Senior Communications Representative, National Grid, Syracuse, N.Y., July 2005-June 2007
- ☐ Adjunct Professor in Public Relations, College of Charleston, Charleston, S.C., January 2001-May 2005 and August 2007-November 2008
- ☐ Marketing Coordinator, Trident Technical College, Charleston, S.C., August 2004-July 2005
- ☐ Public Information Specialist, Charleston County, Charleston, S.C., September 1997-July 2004
- ☐ Public Relations Assistant, Area Development Partnership, Hattiesburg, Miss., February-August 1997
- ☐ Marketing Administrative Assistant, Hattiesburg Clinic, Hattiesburg, Miss., October 1995-February 1997

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## Professional Activities

### **Presentations**

Smart Grid: Intelligent Transmission and Distribution Conference by Q1 Productions

- Getting Consumers on Board the Energy Efficiency Train (March 2010)

Electric Utility Consultants, Inc. conferences:

- Social Media and SCE&G: Integrating social media channels into the communications mix (January 2010)
- Social Media: Utility Benchmarking and Best Practices Revealed (September 2009)

Introduction seminar for National Grid focusing on media relations benefits:

- Social Media: Changing how we communicate (October 2009)

### **Book Contribution**

"Teaching the Campaigns Course," Co-author Vince Benigni, Ph.D., College of Charleston. Lynne M. Sallot and Barbara DeSanto (Eds.), Learning to Teach, 3rd edition. New York: Public Relations Society of America, 2003.

### **Public Relations Society of America**

- Central New York Chapter Secretary (2006-2007)
- PRSSA Professional Advisor for Syracuse University Chapter (2006-2007)
- South Carolina Chapter Lowcountry Accreditation Chair (2003-2005)
- PRSSA Professional Advisor for College of Charleston Chapter (2003-2005)
- South Carolina Chapter Board Member At-Large/Lowcountry Newsletter Liaison (1999-2000)

### **Bethany United Methodist Church, Summerville, S.C.**

- Communications Council Chair and Web Designer (2004-2005, 2007-2008, 2011-present)

## Continuing Education

**Interactive Media Design:** This course introduced techniques and concepts used to develop proposals, treatments, production scripts and design documents that act as templates for interactive media applications.

**Integrated Emergency Management Course: Consequences of Terrorism:** A Federal Emergency Management Agency exercise-based course focused on preparing for and responding to the consequences of a terrorist act. In addition to classroom instruction, a simulated event allowed for structured decision making in a realistic learning environment. Course completed in January 2000 at the Mt. Weather Emergency Assistance Center in Berryville, Va.

## Awards

### **City-County Communications and Marketing Association (3CMA)**

- 2002 Silver Circle Award: Most Creative Activities with Least Dollars Spent: Grand Reopening of the Historic Courthouse

### **National Association of County Information Officers**

- 2002 Meritorious Award for Special Projects: Grand Reopening of the Historic Courthouse
- 2002 Meritorious Award for Internal Publications: *The County Connection* employee newsletter
- 2000 Meritorious Award for Internal Publications: *The County Connection* employee newsletter
- 2000 Meritorious Award for Audio Visual Productions: Project Impact Signing Ceremony Video
- 1999 Best in Class Award: Charleston County Web site
- 1999 Meritorious Award for Internal Publications: *The County Connection* employee newsletter