

Tiffany Plate

Writer/Communications Manager

- +20+ years' experience in communications and content strategy
- +Well-versed in translating complex topics into engaging stories that yield results
- +Dedicated to serving mission-driven organizations

EXPERIENCE

Self-Employed

Freelance Copywriter

JUNE 2025 – Present

Current projects/clients include:

- Social media and email marketing campaigns for nonprofit clients including the Laboratory to Combat Human Trafficking and Do Cancer
- Product packaging copy for Boppy baby accessories
- Magazine feature articles for the School of Engineering and Computer Science at Baylor University

National Renewable Energy Laboratory, Golden, CO

Writer

JAN 2022 – FEB 2025

Developed news stories, social media, web content, video scripts, and newsletter copy that promoted the work of NREL researchers to inform policymakers and industry stakeholders. Covered a variety of research areas at NREL such as wind energy, water power, advanced manufacturing, and buildings.

Supported the [American-Made program](#) by contributing to impact reports; crafting success stories; writing, editing, and building a bi-weekly newsletter; and developing style guides and communications templates for the program team.

Wrote about everything from [building efficiency](#) to [wave-powered desalination](#) to [research on recyclable wind turbine blades](#).

Pharmaca Integrative Pharmacy, Boulder, CO

Sr. Communications Manager

2010 – 2020

Designed and executed Pharmaca's communications strategy and campaigns, serving as the voice of the company for 29 stores and more than 3 million ecommerce visitors per year.

Produced creative concepts and copy for all marketing collateral, educational brochures, in-store signage, ecommerce website, radio spots, and nearly 400 annual emails to both in-store and online customers.

Established and oversaw the Project Wellness blog, featuring health and beauty topics pertinent to customer base, while managing freelance content creators.

Designed and implemented all content on social media platforms, growing both Facebook and Instagram followers by more than 100% after taking ownership.

Worked with more than 60 vendors (including Thorne!) and pertinent influencers to increase brand visibility and drive revenue through unique social media projects.

National Institute for Trial Advocacy, Boulder, CO *Programs Marketing Manager*

2006 – 2007

Created position from scratch. Developed and managed \$150,000 budget for promotional pieces for legal professional development workshops, including ones designed for family and tribal law.

Created marketing language for more than 50 yearly programs in a quarterly catalog, direct mail pieces, email campaigns, Google ads, and website.

Designed and implemented a national advertising campaign to promote programs in more than 20 legal journals, including writing copy, designing ads, and negotiating insertion rates.

The Field Museum, Chicago, IL *Publishing, Marketing, and Funding Coordinator*

2001 – 2006

Wrote/produced promotional pieces on exhibitions and upcoming events. Managed \$80,000 budget to create exhibition gallery guides, a quarterly calendar of events, brochures, etc. Wrote feature articles for Museum member magazine, created website copy for major temporary exhibitions, and copy edited in-house print projects.

Worked with the Museum's department of Institutional Advancement to craft proposals and reports for donors on grant-funded education and exhibition programs.

Coordinated production of exhibition companion books and catalogues co-published with external houses ([Gregor Mendel: Planting the Seeds of Genetics](#), and [Maps: Finding Our Place in the World](#)). Secured photography rights, reviewed and copy edited manuscripts, and maintained accurate records of rights and permissions.

EDUCATION

University of Colorado Boulder,
CO
M.A., Journalism

Colorado College
Colorado Springs, CO
B.A., Liberal Arts

SKILLS/PROFICIENCIES

+Adobe Creative Suite +Microsoft Office Suite +Google Business Suite
+Project management software (including Wrike and Asana)
+Email platforms (including Salesforce and Mailchimp)
+Social media platforms (including Sprout Social and Hootsuite)
+Various CMS systems
+Copyediting and proofreading (including AP and Chicago Manual of Style)