

Nick Baker

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Communications & Public Affairs Strategist

Creative and energetic leader with a proven track record of developing and executing integrated communications programs for companies and non-profits that build brand awareness, strengthen relationships with key stakeholders, and maintain positive public perceptions.

Core Competencies

Copywriting & Editing – Public Relations – Media Relations – Publication Management
Issue Advocacy – Executive Communications – Strategic Planning – Government Relations
Internal & External Communications – Digital Media – Storytelling
Marketing – Project Management – Event Planning & Execution – Vendor Management

Professional Experience

Greater Capital Area Association of Realtors

Washington, D.C.

Associate Director of Communications

6/2021 - 4/2024

- ♦ **Directed multifaceted communications strategy** opposing county executive's property tax hike proposal.
- ♦ **Devised crisis communications response** to NAR class action lawsuit settlement.
- ♦ **Oversaw redesign** of monthly print magazine and optimized content by authoring articles and president's letter focused on salient industry topics.
- ♦ **Managed production of PAC video** highlighting government affairs accomplishments to enhance member value proposition.
- ♦ **Created marketing campaign** for new DEI program resulting in 500 members obtaining certifications in first year.
- ♦ **Revamped media strategy** led to positive coverage in the *Washington Post*, the *Wall Street Journal*, and local TV news programs.

Colorado Association of Realtors

Denver, CO

Communications & Public Relations Manager

4/2019 - 5/2021

- ♦ **Elevated image of CAR's philanthropic foundation** with new video and compelling magazine content profiling grant recipients.
- ♦ **Improved magazine quality** with more engaging articles and enhanced editing.
- ♦ **Organized multichannel strategy** educating members on governor's COVID-19 restrictions on real estate industry.
- ♦ **Launched rollout of new wildfire awareness campaign** that reached 30,000 members and public.
- ♦ **Grew CAR's LinkedIn followers over 80%** in one year with improved content and more frequent posts.
- ♦ **Implemented consumer education campaign** highlighting value of using a Realtor.

Transportation Intermediaries Association

Alexandria, VA

Communications Manager

6/2017 - 4/2019

- ♦ **Created plan promoting annual member conference** and surpassing goal of 1,300 attendees and 100 sponsors.
- ♦ **Spearheaded branding and marketing** of TIA's first technology-focused conference and achieving goal of 250 attendees.
- ♦ **Revitalized marketing campaign** led to 20% increase in first-time PAC donors.

Continued...

- ◆ **Increased weekly newsletter open rates by 10%** with better design and improved editing.

Association of Home Appliance Manufacturers
Communications & Membership Manager

Washington, D.C.
9/2011 - 6/2017

- ◆ **Coordinated development and execution** of nationwide consumer education campaign on dangers of counterfeit products.
- ◆ **Launched nationwide cooking safety initiative** in collaboration with FDA.
- ◆ **Implemented rebranded** energy efficiency verification program.
- ◆ **Oversaw website redesign project** that resulted in 15% increase in user engagement.
- ◆ **Achieved 10-20 media hits annually** through personalized outreach to reporters.

ProActive Communications
Communications Representative

Ashburn, VA
11/2008 - 12/2009

- ◆ **Led crisis communications response** for utility company under media and regulatory scrutiny.
- ◆ **Collaborated in creating PR strategy** positioning nuclear power plant client as an economic contributor to community.

Technology Skills

Adobe Creative Suite – Canva – HTML – WordPress – Hootsuite - Database Management
Social Media – Higher Logic, MailChimp – SEO – Web Analytics – Photography

Foreign Language Skills

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- ◆ Spanish – elementary proficiency

Education

Ball State University

Muncie, IN

Bachelor of Science: Political Science/History
Minor: Campaign Communication