

NICOLE BLANTON

Strategic Communications Leader

Houston, Texas | NicoleBlanton.com

SUMMARY

Strategic communications leader with 10+ years of experience leading integrated communications, audience engagement, and mission-driven storytelling across public health, nonprofit, and academic organizations. Skilled in external communications strategy, editorial leadership, and translating complex information into clear, audience-centered narratives. Proven ability to oversee content from ideation through publication, collaborate across teams and external partners, and build systems that ensure accuracy, consistency, and impact across digital platforms.

STRATEGIC COMMUNICATIONS SKILLS

Brand strategy • Integrated marketing • Editorial strategy • Strategic communications • Media relations • Communications campaign management • Digital content development and publishing (web, blog, email, social media) • SEO • Analytics and performance tracking • Audience engagement • Contributor management • Workflow tools (Trello, Asana) • CMS platforms (WordPress, Drupal)

IMPACT & ACHIEVEMENTS

- Directed messaging and rollout of Healthier Generation's national vaccination [market research study](#), achieving 48.6 million media impressions and engaging more than 1,300 participants through [live virtual events](#).
- Led Healthier Generation's partnership with the CVS Health Foundation, reaching 4.9 million students and staff across 290 school districts nationwide.
- Led Healthier Generation's partnership with Labcorp on the [Make Way for Better](#) campaign, generating consumer awareness around preventive care and driving more than 10,000 campaign website visits.
- Served as lead project manager for the design and website content migration of Baylor College of Medicine's intranet platform, impacting more than 16,000 users college-wide.
- Received the Association of American Medical Colleges 2017 Award for Excellence in the "Shoestring" category for the Healthy Habits blog series.

EXPERIENCE

Alliance for a Healthier Generation

Manager, Culturally Responsive Communications | Nov 2021 – Present

- Lead national campaigns and organization-wide communications initiatives to elevate brand visibility and strengthen relationships with corporate partners, including Merck, CVS Health Foundation, Labcorp, and Novo Nordisk.
- Lead public health storytelling and strategic messaging to advance programmatic goals, thought leadership, and community engagement.
- Direct flagship organizational projects, including [Healthier Generation's 20th Anniversary Impact Report](#), shaping narrative strategy, cross-departmental collaboration, and executive-level messaging.
- Lead media relations, executive visibility, and thought leadership initiatives for national and local audiences.
- Direct editorial strategy for the Healthier Generation Blog, developing impact stories that highlight program outcomes, partner contributions, and community voices; track analytics and metrics to optimize engagement.
- Support organizational revenue and development goals by developing strategic messaging and storytelling for fundraising campaigns, corporate partnerships, and grant-related communications.
- Develop and manage web content supporting school health campaigns and core topics.

Women of Renewable Industries and Sustainable Energy (WRISE)

Marketing and Communications Consultant (Contract, Part-Time) | March 2026 – Present

- Manage digital content production and editorial priorities across web, email, and social channels.
- Support editorial planning and workflow management, ensuring content moves efficiently from development to publication.
- Coordinate with internal stakeholders and external partners to align messaging and support campaign execution.

Baylor College of Medicine

Senior Communications Associate / Specialist | Oct 2019 – Nov 2021

- Directed editorial planning and content production across institutional platforms, aligning messaging with leadership priorities.
- Led communications during COVID-19 and Hurricane Harvey, delivering timely, accurate information across web, social, and internal channels.
- Led development and implementation of a college-wide intranet platform serving 16,000+ users, improving access to information and internal communication workflows.
- Coordinated teams across departments to produce and publish high-impact content across digital and internal platforms.
- Managed crisis and emergency communications, ensuring clear, consistent messaging during high-stakes situations.

Communications Writer | Jan 2016 – Oct 2019

- Launched and scaled the Baylor Blog Network, increasing site views by 25% and unique visitors by 50% in its first year.
- Managed content planning across social and digital platforms, aligning messaging with institutional priorities.
- Developed guidance and standards for distributed content contributors, improving consistency and quality.
- Led web content optimization projects to enhance user experience and accessibility.
- Directed content planning for social media platforms, amplifying institutional initiatives across Facebook, Twitter, LinkedIn, and Instagram.

University of Houston - Office of Sustainability

Outreach Projects Coordinator (Contract) | Oct 2015 – Jan 2016

- Supervised student staff and coordinated office-wide events, ensuring efficient execution of sustainability initiatives.
- Coordinated communications and outreach initiatives, managing timelines and program execution.
- Tracked engagement metrics and optimized strategies to improve program effectiveness.

Communications Assistant | Jan 2013 – Sept 2015

- Managed and enhanced the UH Sustainability Blog, increasing readership and engagement.
- Directed social media strategy across multiple platforms, improving visibility and audience interaction.
- Built and curated email marketing campaigns, strengthening audience reach and communications impact.
- Tracked and reported metrics to inform and optimize communications strategy across programs.

EDUCATION

University of Houston – Main Campus

Bachelor of Arts, Communication-Broadcast Journalism | Minor in Political Science