

Florence Oates

Senior Editorial & Communications Specialist

MSc Energy & Climate Policy



CONTACT

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PROFILE

Strategic communications professional with 6 years of experience driving impactful content creation, thought leadership, brand messaging and event marketing in the climate and sustainability sectors. Proven track record of aligning communication strategies with business objectives, enhancing brand presence in competitive markets, and delivering impactful campaigns across corporate, investor, and public channels.

EDUCATION

MSc Global Energy & Climate Policy

SOAS, University of London
2021-2023

Modules: Environmental Change, Climate Finance, Sustainable Development. Thesis on the evolving role of Carbon Dioxide Removal within international climate discussions.

BA Modern Language (Double Honours)

University of East Anglia
2015-2019

Grade: First Class Honours.
Dissertation on indigenous concepts in environmental policy.

SKILLS

Communication Strategy
Public Relations
Content Creation
Event Organisation
Stakeholder Management
Project Management
Analytics & Reporting
SEO

EXPERIENCE

CLIMATE COMMUNICATIONS SPECIALIST

Freelance | 2024 - present

- Actively building a client base and designing tailored services to businesses, elevating brand presence and driving engagement across corporate, investor, and public channels. Specialized in content strategy, thought leadership, brand messaging, and event marketing with a focus on the climate and sustainability sector.

SENIOR EDITORIAL & COMMUNICATIONS SPECIALIST

Hello Tomorrow | 2019 - 2024

- Established an editorial line with four channels of content; blogs, articles, videos and newsletters, directed to deep tech startups, large corporations, investors and other stakeholders. Increased newsletter open rate from 15% to 32%.
- Managed a Social Media Coordinator and a global communications strategy, developing thought leadership and significantly increasing online following from 7,000 to 27,000.
- Worked with partners and clients from diverse sectors, such as L'Oréal, BCG and Syensqo, to deliver communications and content packages.
- Year-round, international event organisation, both online and in person.
- Coordinated a public relations strategy, welcoming and coordinating ~100 journalists at annual events.
- Website management and Search Engine Optimisation.

LANGUAGES

English: Native

French: C1

Spanish: B2

COURSES

TEFL (Teaching English as a Foreign Language), Oxbridge TEFL, Madrid. Grade: Distinction.

HOBBIES

Reading, vegetarian cooking, live music, yoga, cinema.

EXPERIENCE

COMMUNICATIONS ASSISTANT

Freelance | 2019

- Formulating tailor-made communications strategies for clients in the healthcare and travel sectors.

PROJECT LEADER

SKIP Peru | 2018

- NGO helping disadvantaged families in Peru with access to educational, economic and social support.
- Teaching children, training new volunteers and organising long-term projects.
- Organising local events and managing publicity, scheduling blogs and social media content.

FREELANCE CONSULTANT

Plural Strategy | 2017

- Gathering client feedback and producing a global KPI report for Greenpower regarding a renewable energy conference in Mexico: MIREC.

WRITER

FluentU | 2014

- Writing weekly blogs for a foreign-language learning site, highlighting innovative ways to improve in a new language.

REFERENCES AVAILABLE UPON REQUEST
