

CAROLE FERGUSON

AVP, Corporate Communications
& Public Relations

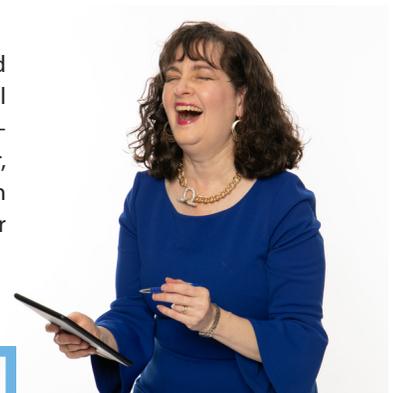
COMMUNICATION / MEDIA RELATIONS / SOCIAL MEDIA



ENERGETIC / NO-NONSENSE / EXPERT

ABOUT CAROLE FERGUSON

As AVP, Corporate Communications and Public Relations for SAFE Credit Union, Carole oversees the brand voice for marketing and external communications, as well as creates and implements strategy for internal corporate communications and external public relations. She worked in the newspaper industry for 20-plus years, serving in a variety of positions from reporter to managing editor. She believes that clear, concise language is the best way to deliver information in this digitally driven age. She earned a BFA in print journalism from the School of Visual Arts in New York City and has continued her quest to further learn and broaden her knowledge through exploring history and science.



SPEAKING TOPICS

- Effective written communication
- Writing for a broad audience
- Social media tips
- Multimedia communication strategies
- What news agencies want from public relations specialists

BEST-FIT AUDIENCES

- Executives
- Communications professionals
- Journalism or Public Relations majors



EDUCATION

School of Visual Arts,
BFA, Print Journalism

Follow me on LinkedIn!

<https://www.linkedin.com/in/carolebrooksferguson/>

MEDIA INQUIRIES OR SPEAKING OPPORTUNITIES

SAFE Credit Union Communications
Department

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SAFE
CREDIT UNION