

Florence Oates

Editorial & Communications Specialist



CONTACT

+33 762869824

oatesflorence@gmail.com

PROFILE

Strategic communications professional with over six years of experience crafting impactful content, thought leadership strategies and both event curation and marketing within the startup and innovation ecosystems. Skilled in multimedia storytelling, with a proven track record of helping organisations amplify their impact through writing, community building and events.

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

EDITORIAL & COMMUNICATIONS CONSULTANT

Freelance | 2025 - present

- Providing strategic communications, content creation, and editorial expertise to organisations, with a focus on high-impact climate and innovation projects.
- Translating complex or technical concepts into clear, actionable messaging, maximising audience engagement through writing, storytelling, and thought leadership.
- Developing and executing content and communication strategies for both online and in-person events.

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 public stakeholders. Increased newsletter open rate from 15% to 32%.
- Year-round, international event organisation. Working on event programs to identify key speakers and discussion topics in energy & climate, and managing a freelance team of photographers, videographers and graphic designers.
- Worked with partners from diverse sectors, such as L'Oréal, BCG and Syensqo, to deliver communications and content packages.
- Coordinated a public relations strategy, welcoming ~100 journalists and influencers at annual events.

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

Hello Tomorrow | 2019 - 2024

- Managed a junior Social Media Coordinator and the global communications strategy of four different business activities, developing thought leadership and significantly increasing online following from 7,000 to 27,000.
- Website management and Search Engine Optimisation.

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
