

Chloe Osborne

Manager, Communications



Expertise

- Brand Development
- Enterprise Communications
- Political Advocacy & Government Affairs
- Research & Strategic Planning

Education

- FSU College of Law, Juris Masters
- Florida State University, B.A. Environmental Science & Policy
 - Minors: Urban & Regional Planning, Leadership Studies

Bio

Chloe Osborne is the Manager of Communications at DoGoodery where she is responsible for the strategic development and implementation of all internal communications strategies. She also works across departments to oversee the creation of content materials for DG's portfolio of clients.

Prior to joining the DoGoodery team, Chloe served in several roles for Strategos Group Public Affairs, a national consultancy which deploys market intelligence to advance communications, business development, and government advocacy campaigns across the Education, Healthcare, and Technology sectors. From Legislative Intern, to Associate, to finally Marketing Coordinator, Chloe spent nearly 4 years developing a passion for education and communications while growing as a leader within her organization.

Throughout 2018, Chloe gained rich experience in the environmental advocacy sector while serving Rethink Energy Florida, a 501(c)(3) educational charity founded in 2010, and ReThink Energy Action Fund, a 501(c)(4) social welfare advocacy organization founded in 2016. As Legislative Lobbying Coordinator for the 501(c)(4), she directly engaged the Florida legislature in furthering environmental initiatives while also serving the 501(c)(3) in order to host town hall events across the state to allow for public presentations from aspiring local candidates for office.

Chloe holds a Juris Masters degree from the FSU College of Law and an undergraduate degree in Environmental Science & Policy from Florida State University.

Manager, Communications, DoGoodery

July 2022 - Present

- Strategically develop and implement internal communications strategies across the DoGoodery enterprise
- Effectively track company analytics to ensure performance standards across social platforms and various outreach methods
- Collaborate with team leads to provide support to clients in progression of external marketing strategies
- Organically create written copy for internal and external communications efforts
- Provide communications support for all DoGoodery events, both virtually and in-person

Marketing Coordinator, Strategos Group

October 2020 - July 2022

- Refined company objectives in order to design initial brand guidelines and strategy
- Launched an effective marketing and brand awareness campaign for the entire company and the partnership via social platforms
- Researched and selected enterprise tools and systems for the development of overall company communications
- Designed a company newsletter for clients, legislators, and extended network
- Launched a company podcast in collaboration with team members to bolster our brand, connections, and lead generation efforts
- Led a company website redesign campaign

Associate & Legislative Intern, Strategos Group

January 2019 - September 2020

- Provided enterprise support on proposal development and assisted team on procurement of clients
- Prepared extensive research for top companies within the education, healthcare, and technology sectors
- Effectively managed company pipelines via HubSpot and ran weekly call discussing lead generation progress
- Managed and tracked activity and bills within Florida legislature
- Performed maintenance services for existing government affairs clients such as legislative debriefs and industry analytics

Legislative Lobbying Coordinator & Sea Level Rise Candidate Forum Organizer, Rethink Energy Florida/Rethink Energy Action Fund

January 2018 - December 2018

- Coordinated meetings with state legislators and staff to discuss organization's environmental initiatives in order to gain specific bill support
- Worked with fellow pro-environmental organizations to maximize efforts and success of advocacy priorities
- Attended local hearings to advocate for conservation and restoration efforts across the country
- Organized fundraising for non-profit organization to continue efforts
- Attended and spoke during board meetings to further organization goals and strategies
- Organized candidate forums in Duval and St. Johns Counties from start to finish
- Established connections with local political groups and environmental partners to gain publicity/ promote event
- Contacted and invited local political candidates to establish forum attendees
- Coordinated efforts with venue spaces, videographers, and local media persons to moderate forum
- Formed connections with local media outlets including radio, newspapers, magazines, etc. to gain publicity
- Handled detailed budget for all event aspects