# Erin Burns Freeman Senior Account Executive

Employment History:

Ackermann PR, Senior Account Executive, 2012-Present

Blount Memorial Hospital, Public Relations Manager, 2011-2012

Independent communications contractor and consultant, 2010-2012

Knoxville Tourism & Sports Corporation, Director of Communications, 2007-2010

Knoxville Tourism & Sports Corporation, Senior Manager of Communications, 2006-2007

Knoxville Tourism & Sports Corporation, Public Relations Manager, 2003-2006

Erin Freeman is a Senior Account Executive at Ackermann PR with several years of qualified experience in public relations with an emphasis in media relations, marketing, and strategic and event planning. She has expertise in building thoughtful, successful and targeted communications plans for a wide variety of clients representing the markets of tourism, healthcare, science, finance and beyond.

Before joining Ackermann PR, Mrs. Freeman was the Public Relations Manager at Blount Memorial Hospital. Additionally, she has worked with several clients, including Cirque Du Soleil, as an independent public relations consultant. Previously, she served as the Knoxville Tourism & Sports Corporation’s (KTSC) Director of Communications.

The bulk of her experience comes from her seven years as a member of the communications team at the KTSC. Freeman joined the KTSC shortly after it was formed by the merger of the Greater Knoxville Sports Corporation and the Knoxville Convention & Visitors’ Bureau in 2002 and helped build its public relations department from the ground up. While serving as the corporation’s Director of Communications, she developed – and continues to maintain – vital relationships with members of the local Knoxville, regional and national media (such as *The New York Times*, *The Washington Post*, *Southern Living*, *National Geographic Traveler*, *Southern, Lady*, *Northwest Airlines World Traveler* and *Family Circle*) while acting as the company’s spokeswoman, developing media protocol and various crisis communications plans. Additionally, Erin planned, managed and executed publicity activities not only for the KTSC itself, but also for clients the organization served including the Knoxville Visitor Center, Knoxville Convention Center, Women’s Basketball Hall of Fame, Amateur Athletic Union (AAU), Dogwood Arts Festival, United States Golf Association (USGA), Honda Riders Club of America, Harley Davidson Motors, National Street Rod Association, Boomsday, Destination Imagination, and Oak Ridge National Laboratory’s (ORNL) Spallation Neutron Source. She has standout media pitching abilities, proven news sense and excellent ability to independently craft media materials, marketing collateral, website content and social media text.

In September 2009, then Tennessee Governor Phil Bredesen recognized Freeman as a Certified Tennessee Tourism Professional (CTTP) and she served as the 2009-10 Vice Chair of the Middle East Tennessee Tourism Council, a 16-county collaborative marketing organization closely associated with the State of Tennessee’s Department of Tourist Development.

Freeman is active in the greater Knoxville community and served as the 2011 President of Young Professionals of Knoxville, an organization with more than 130 members and affiliate of Leadership Knoxville. She currently serves on the board of directors for both the East Tennessee History Society and Casa De Sara. She served a three year term on the University of Tennessee’s first-ever Young Alumni Council, and since 2005, she has served as the President of the Knoxville Alpha Delta Pi Alumnae Association and in several different leadership roles in the Junior League of Knoxville.

Freeman received her bachelor’s degree in Communications with an emphasis in Public Relations from the University of Tennessee-Knoxville (UTK).