

Chrissie Balding

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Professional Experience

City of Lexington Environmental Services, Sustainability, Lexington, Kentucky

Environmental Initiatives Specialist, December 2023 – present

- Identifies, coordinates, implements and manages sustainability initiatives
- Collaborates and coordinates the planning, implementation, and evaluation of new and existing projects, and programs
- Researches, analyzes and reports on environmental issues, and recommends projects based on research
- Research and assist in preparing grants
- Serves as program representative at various internal and external meetings and events

City of Lexington Environmental Services, Public Information and Engagement, Lexington, Kentucky

Environmental Initiatives Specialist, May 2018 – December 2023

- Planned and managed social media calendar for seven accounts across Facebook, Instagram and X
- Developed, implemented and managed posting strategies for social media
- Worked with staff members to translate information into easy-to-understand public-facing language for a variety of platforms
- Coordinated and executed ad placement in print publications, on digital platforms and on radio
- Collaborated with external partners to promote Lexington's sustainable business program
- Coordinated and led community events designed to educate and engage the public
- Researched, recommended and implemented initiatives to support EQPW goals
- Managed and implemented projects of the Community Environmental Academy
- Served as EQPW representative at outreach events and meetings
- Wrote news releases, media advisories, newsletter articles and other media content

University of Kentucky Transportation Services, Lexington, Kentucky

Communications Officer, December 2004 – May 2018

- Coordinated marketing initiatives and outreach efforts from start to completion
- Created public relations materials, press releases and electronic newsletters
- Oversaw multiple departmental social media accounts and channels
- Planned and executed outreach events in support of department projects and programs
- Researched, developed and established annual canned food drive
- Served as liaison with University departments, community groups and media outlets
- Presented information to campus, including students, employees and parents

Host Interactive Group, Host Communications, Lexington, Kentucky

Editor, March 2004 – December 2004

- Managed content on collegiate sports websites, including NCAASports.com, SECSports.com and UKAthletics.com
- Produced bi-weekly electronic newsletter for UKAthletics.com's premium users
- Wrote press releases and other content to market the subscription portion of UKAthletics.com

iHigh.com, Host Communications, Lexington, Kentucky

Producer, August 2002 – March 2004

- Wrote feature stories, columns and press releases
- Compiled and produced bi-weekly national electronic newsletter
- Developed and implemented national Top Teen award program

Ohio University Athletics, Athens, Ohio

Media Relations Student Assistant, January 2001 – July 2002

- Wrote feature stories and press releases for web publication and media distribution
- Served as primary media contact for three NCAA Division I intercollegiate sports
- Edited and updated website

Education

University of Kentucky, Lexington, Kentucky, August 2005 – December 2009

Master of Arts in Communication; Graduate Certificate in Health Communications

Ohio University, Athens, Ohio, September 1998 – June 2002

Bachelor of Science in Sports Sciences; Major: Sport Industry, Minor: Business Administration