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Journalism alumna moves seamlessly from traditional media to corporate communications

Nicole (Beattie) Kampe, OU class of 2006, has been in love with writing from an early age.

Her professional writing career began to take shape when she served as editor-in-chief of her high school newspaper, the Lakeland Talon, in White Lake, Mich. While pursuing her journalism degree at Oakland University, Kampe was also a regular contributor for The Oakland Post, OU's student newspaper.

Graduating with honors, Kampe joined The Oakland Press in Pontiac and worked there for five years as a reporter, copywriter and page designer, winning several awards for page design from the Society of Professional Journalists along the way. Her Oakland University internship at The Oakland Press opened the door to her professional career.

In 2012, Kampe took her writing career in a new direction, joining Automation Alley as a copywriter; she was ultimately promoted to her current position as communications and media manager. In this role, she is responsible for the strategy and development of all messaging and has played an integral communications role in Automation Alley's rapid transformation from a well-branded and highly regarded business networking organization to Michigan's Industry 4.0 knowledge center.

Kampe's responsibilities include speech writing, creating content for corporate marketing materials, e-mail communications, press releases, videos, website management, blogs and podcasts. She is also responsible for the development and execution of Automation Alley's overall media relations strategy.

However, it is in the Technology in Industry Report where Kampe takes a special pride.

Automation Alley's Technology in Industry Report has been used for more than a decade by industry, academia and government for business planning and talent attraction. Under Kampe's leadership as editor, the 2018 report was significantly enhanced, with Kampe coalescing research from seven leading Michigan universities (including OU) and corporate insights from a number of industry stakeholders to provide a comprehensive look into the eight technology sectors of Industry 4.0.

Kampe's championing of the report was recognized at Automation Alley's April 2018 signature Technology in Industry Reveal event at the De Institute of Arts. Nearly 400 of the region's technology and manufacturing professionals in attendance received a copy, and many others have purchased the report online.

"My job is a writer's dream," Kampe says. "I have Oakland University to thank for helping me learn my craft and now apply it to so many communication vehicles."



Nicole Kampe at the launch of this year's Technology in Industry Report.

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