

MEGAN OLIVER Portland, Oregon

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On a quest to catapult mission fulfillment through content, technology, and communications, I've stewarded 80+ successful projects, written 200+ published articles, and managed 50+ creatives in branding, marketing, editorial, publishing, and website development. I listen for opportunity, organize for efficiency, and strategize for mindful change. Whether I'm leading a project team, writing the story of another organization's team, or crunching report numbers, I bring strong tactics and a supple heart.

Technical Skills

CMS: Drupal + WordPress + Wix • CRM: CiviCRM + SF + Nation Builder • ASANA • TRELLO • SLACK • BASECAMP • MAILCHIMP • MATTERMOST • SCREAMING FROG • GATHER CONTENT • GOOGLE DRIVE • MICROSOFT OFFICE • INDESIGN • JOURNALISTIC INTERVIEWS • PMBOK PM • PROOF HQ • GOPROOF • MAG HUB • AP STYLE • STUDIO STYLING/STAGING • IMAGE SOURCING • MARKET RESEARCH • ITALIAN

Work Experience

PROJECT MANAGER | Giant Rabbit: Remote • 2019 - 2021

Led technology, communications, fundraising, reporting, branding, and content strategy projects for nonprofit clients. Shepherded six-figure projects from vague mission fulfillment concepts to human-centric websites with powerful CRM integrations. Maintained ongoing site support and security for more than a dozen clients at a time. Ran point for all project work for development and design teams, drove estimation, ticketed technical issues, and wisely stewarded nonprofit budgets to maximize each dollar to better tell their story and put their data to work. On the front lines of day-to-day activities, from generating invoices to repackaging a custom WordPress element for a last-minute campaign request.

Select accounts led: 18 Reasons, CCC Transfer Guarantee to Historically Black Colleges and Universities, Gender Based Violence Prevention Network, FreeBSD Foundation, Ignited Education, John Muir Land Trust, Maker Ed, Mezcalistas, Unbound Philanthropy, Women's Audio Mission

SENIOR CONTENT STRATEGIST, PRODUCER | Smith & Connors: Portland, OR • 2018 - 2019

Created brands, websites, and marketing campaigns for social benefit-focused brand and digital agency. Held senior leadership decision-making team seat. Created and initiated agency marketing plan. Supported business development, including proposal writing and outreach strategy.

Select accounts led: international foundation INclude: The Mental Health Initiative, Cambia Health Foundation, publicly traded corporation Digimarc

- **As a Producer** I delivered client projects on time and within budget through: Organized project life cycles with detailed IPEC, thorough requirements gathering, relationship building, clear SOWs, expectation setting, technical support, and agency + client team management.
 - Skills honed: Scope, budget, and contract writing; Onboarding and working agreements; Contractor hiring and management; Agile planning and execution; Creative problem-solving; Cross-disciplinary internal team management; QA; trained clients to better use their CMS.
- **As a Strategist** I elevated brand experiences by creating and pitching strategies with cohesive messaging, consistent voice and tone, right-sizing website technology that will flex and grow; setting communication goals to support strategic plans.

- Skills honed: Discovery research, workshops, interviews, and reports; Creative concepting; Data analysis of past website traffic; Brand architecture, positioning, core messaging, competitive landscape analysis, and drivers; Website sitemap, UX, navigation, user journeys, content plans, and content writing; Marketing campaign development.

PROJECT MANAGER, MARKETING CONTENT STRATEGIST | Oregon Media, Bend, OR • 2016 - 2018

Led 11 projects at award-winning lifestyle publishing and marketing company, growing business to a cumulative 355k annual distribution with an estimated readership of 1 million. Client-facing editorial and design manager, PM, and content marketing strategist.

Select accounts led: Cascade Sotheby's International Realty, Central Oregon Visitors Association, and Eastern Oregon Visitor Association

MANAGING EDITOR | 1859 Media: 1859 Oregon's Magazine, OnTrak - the magazine of Amtrak Cascades, Bend Magazine: Bend, OR • 2011-2016

Promoted from admin to assistant editor to managing editor (in under 2 years) at a magazine and content marketing startup. Grew to publish 21+ annual issues (across 5 projects) with subscriptions in all 50 states and newsstand presence in 13 states. Set editorial calendar. Wrote feature articles.

OTHER POST-B.A. WORK | Fields: Marketing, Communications, Real estate investing, NGO, Education

FREELANCE: COMMUNICATIONS SPECIALIST, WRITER, CONTENT STRATEGIST | 2016-2018

- Pitched and wrote 9 cover story features and 12+ department articles for *Bend Magazine*—the #1 selling publication in the region with a per-issue distribution of 20k copies. Pre-press copy editor. Substantive editor for 50+ grants, web and print articles, media kits, and

REAL ESTATE INVESTOR | Oregon • 2014-present

- Conducted market analysis. Bought and managed a multi-family unit and vacation rental at 7% cap rate. Sold 1st property at +86.84% margin. Seeded proceeds in larger property investment.

EDUCATION/COMMUNICATION ASSISTANT | United Nations Association: San Diego, CA • 2009

- Planned NGO events. Secured sponsorships. Edited org. materials. Taught curriculum.

ESL TEACHER | Delicious English: Seoul, South Korea • 2009

- Taught original lesson plans to ages 6-12 at an English language immersion school.

ASSISTANT TO ESL ADMINISTRATOR | Forest Grove School District: Forest Grove, OR • 2009

- Contributed to, and edited, grant applications. ESL testing administrator for 9 schools.

Education

CERTIFICATE IN PROJECT MANAGEMENT | Portland State University - Portland, OR • 2017

JOURNALISM & MASS COMMUNICATION, M.S. PROGRAM (21 units completed) | Kansas State University: Manhattan, KS • 2010-2011

B.A. COMMUNICATION STUDIES, MINORS: INTERNATIONAL RELATIONS + ITALIAN | University of San Diego: San Diego, CA • 2005-2009

Volunteer Work

WorldOregon • Younity, bullying prevention • Fishtrap • Kids Center • High Desert Classics • Math Tutor • Hope Ranch • Boys & Girls Club • Earth Day • United Nations Sustainable Development Goals