

MEGAN OLIVER

content strategist. editor. writer.

EMAIL

megan.esther.oliver@gmail.com

PHONE

619.952.0592

LOCATION

Portland, OR

CONNECT

linkedin.com/in/megan-e-oliver

PORTFOLIO

meganoliver.ink

About Me

Content strategist and project manager with 70+ successfully closed projects who has managed 50+ creatives. Oversees brand deliverables for digital and print collateral from creating the initial vision through the project life cycle—driving millions in readership and social engagement. Experienced magazine editor and feature writer with 200+ published articles. Social benefit focused with nonprofit success ranging from communications program development to awarded grants.

Technical Skills

- MICROSOFT OFFICE SUITE • ASANA • INDESIGN • CRMs • PROOF HQ • GOPROOF • SLACK • BASECAMP • MAG HUB
- MAIL CHIMP • AP + CHICAGO MANUEL STYLES • STYLING + IMAGE SOURCING • MARKET RESEARCH • PMBOK-STYLE PM • ITALIAN

Work Experience

MARKETING PROJECT MANAGER *Contract with: Oregon Media, Custom Publishing Division • 2016-2018*

Led 11 projects in a top travel/lifestyle publishing and marketing company, growing business to a cum. 355,000-copy annual distribution with est. 1 million readership. Client-facing editorial and design liaison and content marketing strategist for 3 major accounts: Cascade Sotheby's International Realty, Central Oregon Visitors Association, and Eastern Oregon Visitor Association.

- Project manager for 75% of the company's client-facing and stakeholder relations.
- Reduced budget by 10-25% per project through requirements gathering and efficiency measures.
- Increased creative time for internal team by 20+% through Asana implementation.
- Spearheaded project life cycle operational planning for 4 internal teams.
- Presented pitch and landed client through RFP.
- Recruited key hires for editorial team.
- Organized internal cohesion across teams to balance multiple projects through initiation, execution, monitor/control and close.
- Managed stakeholder expectations and objectives for stakeholders located in multiple locations across the state.
- Ensured internal gates and deliverables were met on time, and within scope and budget.
- Collaborated on design and editorial strategic planning for targeted readership.
- Oversaw content creation: Wrote articles; Hired freelance writers; Sourced photos; Supported layout design.
- Edited all content for substance, style, consistency, target market interest, and accuracy.

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

Promoted from admin to assistant editor (after 2 months) to managing editor within 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. Team built business that eventually became two successful lifestyle publishing and marketing companies, Statehood Media and Oregon Media.

- Streamlined internal and client-facing communication during project planning processes to expand deliverable capabilities by 80% while only growing team by 20%.
- Mastered multitasking and organization in fast-paced agency.
- Assigned 80% of content. Managed editorial staff and rotating cadre of 15-30 freelancers in a deadline-oriented business.
- Edited 100% of content. Distribution: 40% substantive editing, 60% copy writing.
- Project managed each the issue through the project life cycle.
- Set editorial budgets. Supervised contracts and budget allocation.
- Elevated reader experience by cultivating brand identity via strong, consistent design and voice.
- Identified and managed key stakeholder relationships through relationship building.
- Product Manager for auxiliary online store brand, Oregon General Store, to sell Oregon-made artisan goods. Sourced vendors, secured vendor contracts, built backend of store website via Miva Merchant.
- Styled photo shoots ranging from products to fashion. Conceptualized. Sourced. Staged. Coordinated studios and photography.
- Hired and managed 4 regular bloggers (wine, beer, music, travel).
- Wrote feature and department articles. Beats included: arts, agriculture, business, culture, interior design, libations, nonprofits, products, sustainability, travel, trends.

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Work Experience (cont.)

FREELANCE FEATURE WRITER AND EDITOR *Bend Magazine • 2016-2018*

Pitched and wrote 9 cover story features and 12+ department articles for the definitive voice in Central Oregon, Bend Magazine—the #1 selling publication in the region with a statewide distribution of 20,000 copies per issue. Pre-press copy editor for 8 issues. Round 1 substantive editor for 50+ web and print articles, media kits, and promotional materials.

- Feature and department article topics: Agriculture, architecture, business, dining, food systems, interior design, libations, nonprofits, products, resorts, retreats, startups, sustainability, travel.
- Editing topics: (All listed above, plus) artisans, arts, book reviews, community, culture, events, government, healthcare, history, outdoor adventure, sports, wellness.

QUICK-AND-DIRTY SUMMARY OF OTHER POST-B.A. WORK *Fields: Marketing, Branding, Real estate investment, NGO, Education*

PROJECT MANAGER, CONTENT STRATEGIST (FREELANCE) *Portland, OR • 2018*

- Clients include: Smith & Connors, Relevant Buildings, SIT Interiors

REAL ESTATE INVESTOR *Bend, OR • 2014-2017*

- Conducted market analysis. Bought and managed a multi-family unit and vacation rental at 7% cap rate. Sold property at +86.84% margin.

EDUCATION/COMMUNICATION ASSISTANT *United Nations Association - San Diego, CA • 2009*

- Planned NGO events. Secured sponsorships. Edited org. materials. Taught Eleanor Roosevelt 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 *Contract with: Forest Grove School District • 2009*

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

Causes / Volunteering

WORLDOREGON *Portland, OR*

- Developed content strategy, brand consistency, social media, CRM guides, and style guides. Events: International Speaker Series.

FISHTRAP *Enterprise, OR*

- Edited grants for a nonprofit that “promotes clear thinking and good writing in and about the West.”

KIDS CENTER *Bend, OR*

- Helped organized and run gala dinner which raises funds for local children’s programs.

HIGH DESERT CLASSICS *Bend, OR*

- Food and beverage manager for fundraising dinners at Central Oregon’s premier hunter/jumper event benefiting J Bar J Youth Services.

MATH TUTORING *Bend, OR*

- Tutored middle school students with disabilities, ages 12-14.

HOPE RANCH *Manhattan, KS*

- Trained horses for occupational therapy program. Taught horsemanship and riding lessons to autistic children.

BOYS & GIRLS CLUB *Manhattan, KS*

- Developed PR/comm. plan for local chapter. Interviewed and shadowed E.D. to make recommendations for grad school class project.

EARTH DAY *San Diego, CA*

- Helped day-of coordination for one of the largest Earth Day celebrations in the United States.