

Carri Bugbee
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Content Strategist, Writer & Producer
Digital Marketing Leader
Social Media & PR Pro

Experience:

Content Strategy, Messaging, Writing & Editing

- Provided messaging strategy, writing and editing for all types of marketing and PR materials, including news articles, white papers, SEO-optimized websites, blogs, newsletters, press releases, fact sheets, backgrounders, social media, videos, ads, broadcast commercials, collateral, presentations, executive communications, biographies, communications plans, government relations and more.
- Developed positioning statements, tag lines, key messages, personas, talking points, marketing plans, creative briefs and brand identities (the latter in collaboration with designers).
- Researched and analyzed categories, competitors, SEO keywords, content strategies and competitive messaging to inform strategies.

Social Media & Digital Marketing

- Developed and executed a wide variety of social media marketing strategies for businesses and nonprofits.
- Created and published daily content, planned editorial calendars, engaged followers and expanded fan/follower communities across multiple social networks for a variety of businesses and nonprofits.
- Managed and executed website and blog development using popular content management tools, such as WordPress, Squarespace, Wix and others.
- Created and managed online advertising and lead-generation campaigns using social networks, Google AdWords and display ad networks.
- Trained marketers, government leaders and executives in social media strategies, processes and related tools.
- Tracked and reported analytics for websites, ads and social media. Used insights to create recommendations for content development, target audiences and timing of marketing initiatives.

Public/Media Relations

- Pitched stories and placed by-lined articles in local, national and international press outlets.
- Developed key messages and talking points for press outreach, crisis communications and marketing.
- Engaged directly with constituents and press via social media channels.
- Trained executives and spokespeople for press interviews. Produced and managed press conferences.
- Cultivated relationships with journalists and influencers. Developed extensive press lists.
- Interviewed executives and outside experts to develop biographies, articles, messaging and talking points.
- Produced and promoted special events (real and virtual).

People & Project Management

- Served as an outsourced marketing director, managing all campaigns, projects and events.
- Managed agencies, freelancers and budgets in advertising, public relations, graphic design, print and video production and website development.
- Directed product launches, including social media outreach, video production, analyst/media relations, website and collateral development, app promotions and more.
- Hired and managed public relations, creative, technical and media production personnel.

Employment:

- **Big Deal Digital (USA & international clients)** - public relations, digital marketing strategies, social media content and management, writing and editing, branding, messaging and positioning, event and project management, website/blog development, ad creative and media buying; 2012-2026
- **Intel Education (contract)** - social media strategy, hands-on management of executive social media accounts, content development for global team to support live events, social media and tools training; 2022-2025
- **Flow Factor: Microservices and the Cloud Conference (contract)** - branding and messaging, social media, writing and content development, email marketing, sponsorships and sales support, event logistics; 2019
- **Facebook (contract)** - social media strategy and hand-on support (organic and paid), writing and content development, email marketing, outreach to education leaders, lead generation, MarTech integrations; 2017
- **Nature Conservancy (contract)** - social media management (paid and organic) and training for PR and comms teams in western states, writing for newsletters and blog posts; 2015

- **Intel Hybrid Cloud (contract)** - social media planning, development of customer personas and buyer's journey, writing and editing, content management, website and blog development, cloud product positioning, product naming and messaging, creation of tradeshow materials and video scripts; 2012
- **Social Media Monthly Magazine** - associate managing editor and Social TV columnist; 2011-2012
- **Portland State University** - adjunct professor of Social Media Marketing; 2009-2012
- **Big Deal PR + Social Media** - owner, PR pro, strategist; Portland; (clients nationwide); 2000-2012

Speaking Engagements & Training:

- Trained hundreds of marketers, entrepreneurs and executives in social media and marketing best practices at conferences, master classes and corporate training sessions in the USA, Canada and Sweden, 2009-2021.
- **University of Oregon, University of Portland** - lectures about social media and digital marketing, 2009-2019.
- **Miami Ad School** - taught social media strategies and Agile marketing boot camp, 2018.
- **Online Marketing Institute** - created on-demand class about social TV for marketers, 2014.
- **Portland State University** - served as adjunct professor of social media marketing, 2009-2011.
- **Writing for the Web** - presented workshops to corporate and government clients, 2009-2010.

Community Leadership:

- **Agile Marketing Portland Meetup** - co-founder and event producer; 2018-2020
- **Social Media Club Portland** - founder and president of Portland chapter; 2009-2011, Board member 2011-2013.
- **SoMe (Social Media) Awards Show** - co-founder and producer; 2009-2010.
- **Portland Creative Conference** - marketing chair and board member; 2008.

Former Clients (partial list):

Technology

- Intel Hybrid Cloud
- Flow Factor Microservices & Cloud Conference
- Jile Software
- Janrain
- Tripwire
- Mentor Graphics
- Vodafone Xone Tech Startup Incubator

EdTech & Education

- Intel Education
- Facebook Education
- Plotagon Education
- University of Phoenix
- Education Connection
- Electrical Training Centers in S. California

Events, Publishing & Broadcasting

- Make-Up Artist Tradeshows & Magazine
- Matt Roloff, TV Personality
- KOIN TV (CBS affiliate)
- MIRA Film & Video

Not-for-Profit

- UCSF Medical Center
- Nature Conservancy
- Last Mile Education Fund
- IBEW (Oregon & California)
- YPO International
- Girl Scouts USA (national)
- Volunteers of America

B2B Creative Services

- Creative Media Development (CMD)
- DMS (Direct Marketing Services)
- opus:creative and opus:interactive
- Sedgwick Rd. Advertising
- Happy Trails Animation

Consumer Apps & Ecommerce

- Amojee App
- Plotagon App
- MetroMile App
- Ross-Simons.com
- AllRecipes

References: [LinkedIn.com/in/CarriBugbee](https://www.linkedin.com/in/CarriBugbee)

Writing & PR Portfolio: CarriBugbee.JournoPortfolio.com

Education:

- University of Oregon - Bachelor of Arts in Journalism (public relations and advertising curriculum)
- Search Engine Academy (SEO strategies)