

Carri Bugbee
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Writer, Editor and Content Producer
Digital Marketing Strategist
Project Manager

Top 5 things to know:

1. I'm adept at writing, editing, digital marketing and project management. I even pioneered a few techniques.
2. My special power is sifting through information and connecting the dots to deliver clear, punchy prose.
3. Content strategy and creation is second nature to me. I know what audiences want in digital spaces.
4. I'm consumed with improving best practices in marketing. They're always evolving and so am I.
5. I have a wide entrepreneurial streak and the ability to keep a lot of plates spinning.

Experience counts. Here it is:

Writing, Editing and Content Strategy

- Provided strategy and copywriting for every type of marketing and PR project: websites, blogs, newsletters, Webinars, broadcast commercials, presentations, social media posts, collateral, ads, video scripts, press releases, fact sheets, backgrounders, biographies, by-lined articles (ghost-writing), marketing plans and more.
- Developed positioning statements, tag lines, key messages, personas, talking points, creative briefs and brand identities (in collaboration with designers).
- Conducted staff interviews to develop biographies, by-lined articles, messaging and talking points.
- Taught "Writing for the Web" workshop to marketing teams in business, nonprofit and government.

Digital Marketing

- Managed website and blog development using Wordpress and other content management tools.
- Recommended and implemented SEO/SEM tactics, including keyword research and optimized copywriting.
- Created and managed online advertising campaigns, including social networks, Google Adwords and display ads.
- Sourced and altered images for social media updates, blog posts, email marketing, landing pages, etc.
- Used, tested and advised on many specialized digital tools for publishing, CRM, website analytics, social media and sentiment analytics, newsletters, landing pages and more.

Press & Influencer Relations:

- Identified and recruited thought leaders, brand ambassadors and influencers.
- Implemented a wide variety of tools to research and manage influencers and press contacts.
- Traditional PR activities have included press list development, pitching stories, placing by-lined articles, managing press conferences, conducting media tours, and providing media training for spokespeople.
- Trained marketers and PR pros in social media, influencer outreach and use of related digital tools.

Brand Strategy

- Planned and managed social media, search marketing and email initiatives for businesses and nonprofits.
- Directed product launches, including analyst/media relations, website and collateral development, video production, social media outreach, app promotions and more.
- Developed and executed content strategies for blogging, social media and community building.
- Researched and analyzed categories, competitors, content strategies and messaging to inform strategies.

People & Project Management

- Served as an outsourced marketing director to numerous businesses and organizations, managing all campaigns, projects and events.
- Hired and managed creative, technical and production personnel.
- Managed vendors in advertising, design, production (print and broadcast) and government affairs (lobbying).
- Employed agile management principles (when possible) and encouraged ongoing training on digital marketing tools and processes (since they change frequently).

Writing Portfolio: CarriBugbee.journoportfolio.com

Employment:

- **Consultant (various clients)** - brand and product marketing, messaging and positioning strategies, writing and content development, advertising, press relations, Agile marketing and social media training; 2012-2019
- **Facebook (contract)** - strategy and hand-on support for organic and paid social media, writing and content strategy, email marketing, outreach to education leaders, lead generation and MarTech integrations; 2017
- **Nature Conservancy (contract)** - social media management (paid and organic), training for teams in western states, writing for newsletters and blog posts, MarTech and operations recommendations; 2015
- **Intel Hybrid Cloud (contract)** - product positioning and messaging, planning for product names, development of customer personas and buyer's journey, writing and editing, management of content vendor, website and blog development, social media recommendations, 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; Portland Oregon; 2009-2012
- **Big Deal PR, Inc.** - owner, creative director, strategist; Portland, Oregon with clients nationwide; 2000-2012

Speaking Engagements & Training (partial list):

2018: Engage Conference; Agile Marketing Training (George Fox University marketing team)
2018: Instructor at Miami Ad School; speaker at International Association of Business Communicators (IABC)
2015-2017: Guest lecturer at University of Oregon on marketing/social media (undergraduate and MBA students)
2014: "Social TV for Marketers" on-demand classes for the Online Marketing Institute
2013: Social Media Week Toronto, NordicGame Conference & Transmedia Master class, Social Media Club, SWSXi
2012: Second Screen Summit, Converge, PRSA & IABC Communicators Conference
2011: AllFacebook Expo, Social Media Masters at Online Marketing Summit, WebVisions
2010: OMMA Global, Social Fresh, Oregon Governor's Conference on Tourism, Communicators Conference
2009: O'Reilly Twitter Bootcamp, OnHollywood, 140 Characters Conference, SXSWi, Cool Twitter Conferences

Community Leadership:

- **Agile Marketing Portland Meetup** – co-founder and event producer; 5/18-present.
- **Social Media Club PDX** – founder and president of Portland chapter; 1/09-1/11, Board member 1/09-6/13.
- **SoMe (Social Media) Awards Show** – co-founder and producer; 3/09-4/10.
- **Portland Creative Conference** – marketing chair and board member; 2008. Marketing committee; 1993-2000.
- **Oregon Entrepreneurs Network** – marketing committee 2001

Former Clients (partial list):

Technology

Flow Factor: Microservices & the Cloud Conference
Intel Hybrid Cloud & AppUp Small Business Service
Janrain
Mentor Graphics
Vodafone Xone

Education & Nonprofit

YPO International
Nature Conservancy (western states)
University of Phoenix
Girl Scouts USA (NYC)

Broadcast & Film Industries

Matt Roloff, TV Personality
KOIN TV (CBS affiliate)
Happy Trails Animation

B2C Apps & Ecommerce

Amojee App (emoji creation & messaging app)
Plotagon App (consumer & education apps)
MetroMile (metered auto insurance)
Ross-Simons.com (jewelry ecommerce)
KirkmanLabs.com (ecommerce for vitamins)
DigitalTrends.com (tech review blog)

Creative & Marketing Services

aimClear Marketing
Creative Media Development (CMD)
opus:creative and opus:interactive

Electrical Technologies

NuScale Power (nuclear power generation)
San Diego Electrical Training Center
National Electrical Contractors Assoc. (San Diego)

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

Education:

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