

Carri Bugbee
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Writer & Content Developer
Marketing Strategist
Social Media Manager

The top 5 things to know:

1. I'm adept at social media marketing, strategy and community-building. I even pioneered a few techniques.
2. Content strategy and creation is second nature to me. I know what audiences like in digital spaces.
3. I'm consumed with improving digital marketing best practices. They're always evolving and so am I.
4. My special power is sifting through insights and connecting the dots to deliver targeted strategies.
5. I have a wide entrepreneurial streak and the ability to keep a lot of plates spinning.

Experience counts. Here it is:

Messaging, Writing & Brand Strategy

- Provided messaging strategy, copywriting and editing for social media, websites, blogs, video scripts, ads, broadcast commercials, newsletters, collateral, presentations, press releases, fact sheets, backgrounders, biographies, by-lined articles (ghost-writing), marketing plans, media training and more.
- Developed positioning statements, tag lines, key messages, personas, talking points, creative briefs and brand identities (in collaboration with designers).
- Researched and analyzed categories, competitors, content strategies and messaging to inform strategies.

Social Media & Digital Marketing

- Developed and executed a wide variety of social media marketing strategies for businesses and nonprofits.
- Created daily content, planned editorial calendars, engaged followers and expanded fan/follower communities across multiple social networks for a variety of companies and organizations.
- Recruited and engaged influencers and brand ambassadors.
- Trained marketers and executives in social media strategies, processes and related tools.
- Managed and executed website and blog development using popular content management tools.
- Created and managed online ad campaigns for social networks, Google AdWords and display ad networks.
- 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.
- Tested, recommended and implemented marketing technologies (MarTech) for social media scheduling, CRM, editorial calendars, analytics, conversion tracking, influencer management, etc.

Public Relations & Influencer Outreach

- Cultivated relationships via social media with journalists, influencers and bloggers.
- Trained PR professionals in social media (and other digital tools) for media relations and research.
- Traditional media relations activities have included press list development, pitching stories, placing by-lined articles, managing press conferences, conducting media tours, and providing media training for spokespeople.
- Interviewed executives and outside experts to develop biographies, articles, messaging and talking points.

People & Project Management

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

Employment:

- **Big Deal Digital (USA & international clients)** - digital marketing strategies, social media content and management, writing and editing, messaging and positioning, press/influencer relations, website development, advertising creative and media planning, event and project management, social media training; 2012-2024
- **Intel Education (contract)** - social media strategy, hands-on management of executive social accounts, content development for global education team to support live events, social media training of team; 2022-2024

- **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)** - strategy and hand-on support for organic and paid social media, 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 related training for teams in western states, writing for newsletters and blog posts, MarTech and operations recommendations; 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, 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, strategist, writer, producer; Portland; (clients nationwide); 2000-2012

Speaking Engagements & Training:

- Trained hundreds of marketers, entrepreneurs and executives in social media best practices at conferences, master classes and corporate training sessions in the USA, Canada and Sweden, 2009-2021.
- **Agile Marketing Training** - trained marketers in Agile concepts and implementations, 2019-2020.
- **University of Oregon, University of Portland** - guest lectures about 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.
- **Twitter Master Class (Social Media Club Int'l)** - taught all-day workshop on Twitter for marketing, 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 and 2010.

Former Clients (partial list):

Technology & Ecommerce

- Intel Hybrid Cloud
- Jile Software
- Vodafone Xone Tech Startup Incubator
- Janrain
- Tripwire
- Ross-Simons.com (jewelry ecommerce)
- KirkmanLabs.com (ecommerce for vitamins)

Events, Publishing & Broadcasting

- Flow Factor Cloud Conference
- Make-Up Artist Tradeshow & Magazine
- Matt Roloff, TV Personality
- Social Media Magazine
- KOIN TV (CBS affiliate)
- DigitalTrends.com
- MIRA Film & Video

EdTech & Education

- Intel Education
- Facebook Education
- Plotagon Education App
- University of Phoenix
- Education Connection
- Electrical Training Centers in San Diego and San Bernardino/Riverside

Nonprofit

- UCSF Medical Center
- Nature Conservancy
- YPO International
- Girl Scouts USA (national)
- Last Mile Education Fund
- National Electrical Contractors Association
- Volunteers of America

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

Writing Portfolio: CarriBugbee.journoportfolio.com (additional samples available on request)

Education:

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