

Carri Bugbee
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Writer, Editor & Content Creator
Marketing & Messaging Strategist
Project Manager & Producer

Experience:

Content Strategy, Messaging, Writing & Editing

- Provided messaging strategy, writing and editing for all types of marketing and PR materials, including websites, blogs, white papers, email newsletters, sales support materials, fact sheets, press releases, backgrounders, social media, videos, ads, broadcast commercials, collateral, news articles, presentations, executive communications, biographies, communications plans, government relations and more.
- Experienced “executive voice” writer (i.e., ghost writer) of news articles, blog posts, social media updates, live presentations, press talking points and more for high-profile corporate leaders and entrepreneurs.
- 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, keywords, content strategies and competitive messaging to inform strategies.

Digital Marketing & Social Media

- Developed and executed a wide variety of social media marketing strategies for businesses and nonprofits.
- Managed and executed website and blog development using popular content management tools, such as WordPress, Squarespace, Wix and others.
- 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.
- 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

- Developed key messages and talking points for press outreach, crisis communications and marketing.
- Pitched stories and placed by-lined articles in local, national and international press outlets.
- 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.
- Lean/Agile practitioner, trained in product-focused methodologies.

Employment:

- **Big Deal Digital (USA & international clients)** - writing and editing, messaging and positioning, public relations, digital marketing strategies, social media content and daily management, event and project management, branding, website/blog development, ad creative and media buying; 2012-2026
- **Intel Education (contract)** - writing as the voice of a global executive, social media content creation (words and visuals) for education team, social media strategy, content development to support live events, hands-on management of social media accounts, training for team members on platforms and tools; 2022-2025
- **Flow Factor: Microservices & 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)** - development of customer personas and buyer's journey, writing and editing, content management, sales support, website and blog development, cloud product positioning, product naming and messaging, creation of tradeshow materials and video scripts, social media planning; 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, president and event producer 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

Consumer Apps & Ecommerce

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

Events, Publishing & Broadcasting

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

EdTech & Education

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

B2B Creative Services

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

Not-for-Profit

- UCSF Medical Center
- YPO International
- Nature Conservancy
- Last Mile Education Fund
- IBEW (Oregon & California)

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)