

Margaret Dunham

Content & Project Manager

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☎ 347.266.5518

in [LinkedIn Profile](#)

📁 [Digital Portfolio](#)

Relocated to Chicago from New York City in the Summer of 2019

EDUCATION

❖ DEGREE

BA – Politics & Law, NYU, 2008.

Coursework focused on public policy, statistics, PR, and high-level communications

❖ CONTINUING EDUCATION

Fundamentals of Project Planning and Management, University of Virginia, 2020.

This refresher course identified how to plan and manage projects. *12 PDU course from the Project Management Institute (PMI®)*

Time Ninja, Business for Unicorns, 2019.

This irreverent two-day seminar taught time management and prioritization exercises.

Fundamentals of Copyediting, NYU SPS, 2018.

Course focused on grammar, AP style, and the editing process.

Agile & Scrum Essentials, Certified Scrum Trainer® Luke Walter, 2018.

This two-day class focused on group exercises and project management drills.

SEO Essentials, KernMedia, 2017.

Workshop explained keyword usage and optimization tactics.

Copyediting Basics, MediaBistro, 2015.

Course on digital copyediting taught by Emmy Favilla, former BuzzFeed global copy chief.

Introduction to the U.S. Food System: Perspectives from Public Health, Johns Hopkins, 2013.

Course explored the modern food system as well as historical and political factors that shaped it.

PROFESSIONAL EXPERIENCE

❖ CHICAGO

Taproot Foundation | Content Manager | December 2019 – Current

- Worked closely with partners and funders including [Deloitte](#), [Prudential Financial](#), and [Johnson & Johnson](#) to write the linked profiles and thought leadership content
- Collaborated with Deloitte to create [a guide to building employee leadership skills through volunteering](#), drafting the guide and managing the project and release
- Created [inclusion-focused content](#) to build awareness of sector-wide inequity
- Set up a project management system in Asana for the rapidly expanding team, including creating an interactive content calendar to track releases and newsletters
- Increased [blog post frequency](#) by over 60% in the first six months

❖ NEW YORK CITY

Penguin Random House | April 2017 – April 2019

Social Media Manager, Penguin Random House Audio | August 2018 – April 2019

- Increased Twitter impressions 300% in my first month as Social Media Manager
- Designed the audiobook department's first social media analytics report, including month over month growth metrics and post breakdowns by reach and impressions
- Selected, supervised, and coached multiple interns for the publicity department

Technical Project Manager, Corporate Consumer Marketing | March – August 2018

- Clarified deadlines, KPIs, and roadblocks for the corporate developer team
- Ported tickets and into Jira and edited user stories to clarify project deliverables

Web Producer, Community Development | April 2017 – March 2018

- Coordinated contracts and invoices for freelancers, designers, and writers
- Wrote and proofread content for multiple customer-facing verticals
- QAed projects including an [interactive movie tie-in excerpt for Ready Player One](#)
- Designed and pitched a fan-ambassador marketing program to the executive board, a project later accepted and put into development at the corporate level

Nerd Fitness | Content Creator & Project Manager | March 2016 – November 2016

- Onboarded the company to a custom agile project management system in Trello
- Proofread customer-facing copy and provided QA support for video releases
- Wrote [an interactive marketing campaign](#) that generated a top sales day of 2016
- Designed and ran a wildly popular immersive game for a four-day 400-attendee outdoor event, and later helped convert the game into a subscription product.

Grace Communications | Lead Copywriter, Monday Campaigns | June 2015 - March 2016

- Developed and managed editorial calendars for multiple campaigns
- Built cross-functional workflows to connect the creative and marketing teams
- Interviewed and profiled innovative chefs and health experts
- Pitched, wrote, and edited three to four original articles each week

Professional experience continued on second page.

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SKILLS

❖ PROFESSIONAL

Sharing actionable feedback
Pitching and brainstorming
Agile project management
Quick study of new skills
Creative problem solving
Live event management
Content management
Meeting facilitation
Attention to detail
Presentation skills
Strategic planning
Sense of humor
Public speaking
Team building
Coaching

❖ TECHNICAL

Project management tools including Jira, Trello, Asana
Microsoft Office Suite: Word, PowerPoint, Excel
Twitter, Facebook, Instagram
Social media reporting
Adobe Photoshop
Google Analytics
SharePoint
WordPress
MailChimp
Hootsuite

PROFESSIONAL EXPERIENCE, CONTINUED

NYC Center for Materials Reuse | Communications Coordinator | October 2012 - June 2015

- Increased Twitter followership by 400% in my first year in the role
- Wrote all printed reports, social media, email newsletters
- Interviewed NYC reuse-based nonprofits and profiled them for the website
- Scripted and storyboarded a [video promoting the ReuseNYC program](#)

Lion Brand Yarn Company | Branded Marketing Coordinator | April 2011 – October 2012

- Wrote and formatted newsletters for 90,000+ subscribers
- Doubled newsletter revenue in three months & Facebook followers in six months
- Developed seven blogs per week; some garnering 70k+ Pinterest pins
- Scripted and assisted in filming video introductions for [new yarns](#) and the [Martha Stewart Crafts Knit and Weave Loom Kit](#)

Manhattan Borough President's Office | Special Assistant | August 2008 – April 2009

- Coordinated the Borough President's schedule and communications
- Traveled with the Borough President to manage staff and location needs
- Researched and wrote talking points, proclamations, and briefings
- Assisted in planning and running the first NYC Food Justice Summit

VOLUNTEER & FREELANCE EXPERIENCE

Freelance Content Writer | [Quirk Books](#), [The Financial Diet](#), et al | 2013 – Present

- Pitched, developed, and edited creative content on deadline - see [portfolio](#)
- Photographed and edited images for craft and DIY tutorials in Photoshop
- Studied brand voices and audience interests in order to create compelling work

Game + Gaming Writer | [Geek & Sundry](#), [DMsGuild](#), [RPG Writer Workshop](#), et al | 2016 – Present

- Wrote the tier three adventure "Quest for the Muse's Wreath" as well as a collection of magic items for the [ENnie-nominated Uncaged Anthology](#)
- Wrote articles on [DM tips](#), the [history of TTRPGs](#), and the [benefits of playing](#).
- Developed "Give the Skeleton Jewelry," an original pep talk for the [RPG Writer Workshop](#) on identifying the right amount of scene-setting detail for an encounter

AmeriCorps Service Member | [Hunger Free NYC](#) | 2009 – 2010

- Built WordPress sites and MailChimp newsletters for mixed-income CSAs
- Coordinated distribution in person for multiple CSAs and food pantries
- Organized storage and set up for client-choice model food pantries

Visit [LinkedIn](#) for a full and detailed job history.