

REBECCA OLSON

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I'm an award-winning strategic communications professional specializing in creative content development for higher education, nonprofits and brands with heart.

SKILLS

Writing | Editing | Art Direction | Project Management | Social Media | Digital Strategy | Web Development | Email Marketing | Client Relations | Speech Writing | Coaching | Interviewing

EXPERIENCE

Content Manager, Office of Strategic Communications 2015 – present
PORTLAND COMMUNITY COLLEGE

As content manager, I lead the development of PCC's key collateral projects across all platforms (print, digital, web, video, mobile), manage the college's social media program, and serve as chief digital strategist and copywriter for all signature recruitment, brand awareness, advocacy and fundraising campaigns.

Key achievements:

- Created the first comprehensive social media content strategy for Oregon's largest institution of higher education, increasing overall engagement by 300% in one year.
- Led the redesign of the PCC Foundation's 2016 annual report, which doubled the number of new donors and increased the total amount raised by \$15,000 compared to the previous year.
- Managed editorial production for eleven issues of PCC Communities Magazine, a quarterly publication with a circulation of 300,000 homes.
- Wrote remarks for and coached student speakers at the PCC Foundation gala.
- Served as senior copywriter for PCC's marketing team, winner of the 2017 CASE Virginia Carter Smith Grand Crystal Award for special fundraising events.
- Honored with the 2016 NCMPR Medallion Gold Award for Best Feature.
- Served on the college advancement's unit change team for diversity, equity and inclusion.

Marketing Specialist / Writer, Office of Strategic Communications 2014 - 2015
PORTLAND COMMUNITY COLLEGE

I started at PCC as a copywriter and content developer for the college's marketing team, and was promoted to management after 18 months.

Writer / Researcher

2013 - 2014

IDEALIST.ORG

My time at Idealist.org taught me how to work collaboratively to produce dynamic content on tight deadlines. I wrote daily and weekly posts for Idealists in Action, a blog featuring profiles of inspiring projects and people from the social good sector.

Senior Editor / Assistant Editor

2009 - 2012

CALYX, INC.

As leader of a feminist arts nonprofit organization, I developed and wrote all external communications including promotional materials, email newsletters, press kits and direct mail pieces. I also organized fundraising events, led workshops, supervised interns and managed 30+ volunteers. I was promoted to Senior Editor in 2011.

Program Assistant, School of Writing, Literature and Film

2011 - 2012

OREGON STATE UNIVERSITY

In this role, I promoted and organized OSU's Visiting Writers Reading Series by creating press kits, developing an email outreach schedule and organizing event volunteers.

Writing Instructor, School of Writing, Literature and Film

2009 - 2011

OREGON STATE UNIVERSITY

As a graduate teaching assistant at OSU, I had the opportunity to teach six sections of college-level writing courses in business communication, creative writing and composition.

EDUCATION

MFA, Creative Writing

Oregon State University, 2011

BA, English, Scandinavian Studies

University of Wisconsin-Madison, 2008