

Mary-Frances Makichen

mfmakichen@gmail.com // www.wordmedley.com

Communications/Content Producer/Strategist

- Create compelling content that speaks to defined user personas/target audience
- Ability to take complex issues and write content that is easy to understand and on-target
- Implement and design public relations/communications strategies including print and online integration
- A strong understanding of user-centered design and navigation principles
- More than 12 years of experience as a professional writer
- Excellent team player, able to work efficiently under deadline

Expertise

- Narrative marketing
 - Blogging/Podcasting
 - Video editing/Adobe Premiere
 - Social media strategy and coordination
 - Website content management
 - SEM campaign analysis/management
 - Website/SEO copy
 - Public relations strategy
 - PowerPoint presentations
-

Professional Experience

Word Medley Communications, Principal—Portland, Oregon

1999—present

Specializing in Content Production, Communications, PR and Marketing

- Successfully stimulate growth and credibility of organizations through creative use of media, methods and tools for diverse clients in IT, healthcare, retail, public sector and non-profit
- On a project or long-term consulting basis, use writing skills to promote client agendas and campaign goals through production of press releases, fact sheets, corporate profiles, web content, brochures, articles for national magazines, and community profiles. Clients include:

Legacy Health System—Randall Children’s Hospital, *serves 100,000+ patients annually*

- Brought on by [Swift Collective Digital Agency](#) to develop content for website of new hospital facility
- Define content requirements based on experience, competitive research and input from subject matter experts
- Create web content strategy that integrates marketing and PR goals throughout platforms
- Work as team member across client’s internal departments
- Research keyword strategies for search engine marketing campaigns
- Create and manage PPC (pay-per-click) campaigns
- Increased impressions and click-through rates on current campaigns by 50%+
- Produce ad text, analysis and recommendations on PPC campaigns

California Public Employees’ Retirement System (CalPERS), *provider of retirement and health benefits to 1.6 million employees, retirees and families of 3,000+ employers in California*

- Brought on by [Wirestone](#) as 1 of 4-member 12-month onsite project team to improve ease of navigation and simplify complicated content of plus-sized website
- Revised 10,000+ pages of information vitally important to 1.6M users to increase cross-selling of ancillary financial and insurance programs and enhance ease of two-way communication to facilitate trust-building between CalPERS and their customers
- Managed politically delicate client relationships to maintain project integrity and achieve deadlines

UC Davis Health System *serves 6 million residents across Northern and Central California.*

- Hired for project to raise awareness of 200,000+ consumers regarding services offered at [Sports and Fitness Clinic](#)
- Produced easy-to-understand content that transformed medical jargon into consumer friendly brochure and website page

Microsoft Corporation, [Partners in Learning](#) *is a global community spanning 120 countries helping educators and school leaders with professional development and innovation in education*

- Created editorial strategy to amplify the work of community evangelists
- Produced nuanced, culturally non-specific content ready to be localized into eight languages
- Wrote feature web articles and developed social media sample field kit used in 120 countries to promote program goals
-

Center for Self-Teaching, Non-Profit

- Hired in 2005 to act as part-time Communications Director
- Created/maintain non-profit's first website and Facebook page
- Developed an online international community of patrons spanning over eight countries
- Raised donation levels by launching all digital download e-commerce store
- Successfully earned media coverage in national consumer magazines for executive director's book published by Bantam/Dell
- In 2010, accepted role as interim Executive Director, maintaining donor base and trust level through open and clear communication during time of significant change

Portland Health Clinic, Private clinic with 10,000+ annual clients in Portland, Oregon

- Hired to create and implement new strategic PR plan that integrates all goals, objectives and tactics
- Analyzed marketing methods and competitors to create snapshot of current market climate
- Designed client's first Adword campaign to increase market awareness
- Revitalized web content so that it's easy-to-understand and consumer friendly
- Redesigned web navigation to emphasize service offerings and logical next call to action
- Created measurement and evaluation processes into all marketing/PR channels including online statistics, trends and social engagement to monitor effectiveness

Additional Clients

Extracto Coffee Roasters, Bow Tie Publishing, , The Sacramento Bee Newspaper, Lehner Communications/[Soil and Water Conservation District, Homer, AK](#), Live Light Energy/Woloshin Communications

Previous Employers Include: UC Davis/Western Ecological Research Center, Progressive Insurance Corporate Marketing, UC Santa Barbara

Education and Certification

- Bachelor of Arts Sociology/Feminist Studies, University of California, Santa Barbara
- Continuing education includes: Wordpress, SEO, Public Relations, Powerpoint, InDesign, Photoshop

Associations and Community Service

City Club of Portland, Branding and Marketing Committee Member (*Present*)

- Analyze effectiveness of current email campaign
- Recommend new email marketing strategies

American Cavalier King Charles Spaniel Club Inc., *Editor of "Royal Dispatch Magazine" (2004 - 2006)*

- Wrote dozens of feature and human interest articles for quarterly national publication
- Managed editorial calendar; coordinated the submission of all articles
- Completed design and layout of eight issues using Adobe InDesign, Photoshop and Illustrator
- Generated revenue in excess of cost of publication by soliciting advertising

Public Relations Society of America; APR courses

Healthcare Communicators of Oregon

Toastmasters International