

# Maggie McGary

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## Summary

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Award-winning communications professional with a strong background in both digital and traditional communications, including writing, editing, web content development, marketing, social media strategy and community management.

## Skills

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- Writing
- Marketing strategies & tactics
- Web & print content development
- Social media strategy
- HTML
- Community management
- Integrating digital & traditional communications
- Website development
- Marketing Automation

## Awards/Honors

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- Named to *Association TRENDS* 2015 Tech 10 list of technology leaders in the association space.
- Named 2011 Publishing Trendsetter by the Angerosa Research Foundation.
- Influential blogger whose posts have been featured on *The Washington Post*, *Social Media Today*, *Socialfish*, a nonprofit social media consultancy's blog, and in other industry publications.

## Professional Experience

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### **Director of Marketing & Communications, SFPE (Society of Fire Protection Engineers), April 2015-present**

- Reporting to the CEO, led the Society's communications and marketing initiatives to optimize member communications, promote awareness of the profession, support member retention and growth, market SFPE offerings and generate revenue.
- Served as managing editor for SFPE's quarterly magazine, *Fire Protection Engineering*.
- Managed SFPE's digital communications channels including the SFPE website, electronic newsletters, social media accounts, and the digital version of *Fire Protection Engineering* magazine.
- Wrote and edited a variety of materials including member updates, annual reports, promotional copy for house ads and marketing campaigns, web content and articles.
- Managed Career Connect, SFPE's job board.
- Represented SFPE at industry events and trade shows.
- Developed and implemented outreach plans to promote awareness of fire protection engineering and fire safety engineering to the public, students, high school teachers, allied professions and other audiences.

### **Senior Associate, Strategic Communications Group, May 2014-April 2015**

- Performed day-to-day tactical components of integrated content marketing and sales enablement programs for global brands, mid-market companies and start-ups in the technology, cybersecurity and healthcare spaces.
- Wrote, edited and promoted content for seven client publications.
- Handled all facets of program management including time management and budgeting.

- Developed and implemented social media campaigns for clients including a Fortune 500 network storage and data management company, a high-profile cybersecurity start-up other mid-market companies across the technology and healthcare markets.

**Web & Social Media Administrator, AOTA, October 2013-May 2014**

- Managed AOTA's website and private online community.
- Served as a core member of the social media team.
- Compiled monthly reports on website and social media metrics.
- Served as internal consultant working with various departments throughout the organization to maximize their web & social media communication efforts.

**Marketing Manager, AABB, May 2013-October 2013**

- Worked with the director to coordinate all marketing efforts for the association.
- Wrote email copy, web copy, white papers, ad copy, creative briefs and other materials.
- Worked with outside designers to develop both print and web-based marketing materials and images.
- Implemented Salesforce lead management programs.

**Online Community & Social Media Manager, American Speech-Language-Hearing Association (ASHA), May 2008-December 2012**

- Developed and implemented social media strategy and social media guidelines for staff.
- Managed ASHA's public social media presences including Facebook, Twitter, Pinterest, LinkedIn, and blog, as well as ASHA's private online community.
- Created several new revenue opportunities leveraging ASHA's social media channels.
- Trained staff and member volunteers on various social media platforms.
- Served as social media editor for the *ASHA Leader*, ASHA's magazine.

**Web Communications Coordinator, Henry M. Jackson Foundation for the Advancement of Military Medicine (HJF), February 2007-May 2008**

- Developed websites for internal and external clients, as well as company intranet, and provided web analytics.
- Wrote and edited newsletters, brochures, press releases and annual reports.

**Executive Assistant/Editorial Assistant, American Society for Parenteral and Enteral Nutrition (A.S.P.E.N.), October 2004-February 2007**

- Served in positions of increasing authority during the three years I was at A.S.P.E.N., first as Editorial Assistant for the journals then as Executive Assistant.
- Wrote marketing and membership pieces including brochures, email campaigns, monthly online newsletter, and web content.
- Planned and managed all aspects of association's business meetings, including budget, site visits, contract negotiation, meeting preparation and on-site event management.
- Administered A.S.P.E.N.'s two peer-reviewed journals, including tracking manuscripts, communicating with authors and reviewers, and proofreading and copyediting galleys.

**Freelance Writer, 1997-2004**

- Freelanced intermittently writing and editing newsletters, brochures, web copy and user manuals.
- Clients included a multi-million dollar label manufacturing company, a life coach, and a holistic counseling/nutrition counselor, among others.

**Project Manager, Printing & Writing Paper Division, American Forest & Paper Association**

**August 1993-June 1996**

- Managed communications activities for the Printing & Writing Paper division and acted as the Association's spokesperson for recycling issues related to printing & writing papers.
- Wrote and edited quarterly divisional newsletter, and wrote articles for trade publications.

**Media Relations Assistant, U.S. Council for Energy Awareness (USCEA; now Nuclear Energy Institute), June 1990-August 1993**

- Prepared daily news clips, wrote press releases, assembled press kits and coordinated press conferences, staffed press room at annual meeting.

**Education**

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- BA English--1990, Mary Washington College, Fredericksburg, VA. Completed post-graduate coursework in technical writing and editing, management and writing for the web.

**Technology**

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- **Content management systems:** Ektron,
- Sitecore, WordPress
- **Association Management Systems:** netFORUM, Personify, YourMembership, Timberlake
- **Email marketing platforms:** Informz, Mail Chimp, Constant Contact, Highroad Solutions, MailPoet
- **Social Media management platforms:** Buddy Media, Hootsuite, Spredfast, Sprout Social
- **Marketing automation platforms:** Salesforce, Informz
- **Online community platforms:** Telligent, Higher Logic, Ning