

## MARGARET PITCHER

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### EXPERIENCE

#### **Freelance Publicist - Writer/Editor - Web Producer** . *San Francisco Bay Area* . August 2003 – present

- Provide marketing, public relations and editorial services, as well as web design and event production services, for a variety of clients including independent music production companies, touring bands, a nonprofit dedicated to Bay Area women in music and media, and a nonprofit/fiscal sponsor supporting creative endeavors in the arts, sciences and education.
- Write, edit and proofread copy for websites, press releases, ads, program guides and funding solicitation packages.
- Contact national, regional and local media and pitch them on coverage of clients' upcoming events and new releases.
- Write, edit, proofread and distribute weekly email newsletters; maintain email lists and track weekly reports.
- Coordinate content and activity on social media including Facebook and Twitter; advise clients on best practices and building social media presence for their products and events.
- Edit, rewrite and proofread copy for clients' online event calendars and social media event pages.
- Build new website for independent full service event production company that showcases the company's services and targets their ideal clients; develop templates and web pages using HTML/CSS; write, edit and proofread relevant copy.
- Complete document accessibility projects - tagging PDFs, video transcript editing - for company that produces medical content accessible to blind or visually impaired individuals.
- Advise senior management on marketing and communications strategies, message development and tactics.

#### **Marketing Director** . *High Sierra Music* . Berkeley, CA . April 2014 – July 2014

- Managed marketing plans for two music festivals for independent production company during the 2014 spring/summer festival season.
- Worked within a budget to create effective and highly targeted marketing campaigns for digital, print, email, social, radio and street teams.
- Engaged an active and music-loving community through social media platforms with regular updates including ticket and lineup announcements, contests, sponsor messaging, photo recaps, festival news and more.
- Designed, wrote, edited, proofread and distributed national email newsletters.
- Wrote website copy, managed daily website updates and optimized site performance to meet marketing needs.
- Managed program guide production, including overseeing layout designer and coordinating ad sales; wrote, edited and proofread copy, including bios for 65+ performing artists.
- Managed promotional collaterals: oversaw graphic design, production and delivery of web banner ads, social media images, printed posters, flyers and more.
- Tracked news and trends in new media and music marketing, conducted research and actively informed and recommended new ideas to the broader team.

#### **Marketing Consultant, Web Producer** . *Blue Bear School of Music* . San Francisco, CA . April 2007 – July 2014

- Managed marketing, public relations and communications projects for nonprofit rock school for aspiring musicians of all ages that serves 3,500 students annually.
- Worked with school Directors, Marketing Committee and Board of Trustees to increase school registration, membership and funding, and to promote the overall visibility, branding and imaging of Blue Bear.
- Designed HTML emails, wrote copy and managed distribution for newsletters, event promotions and fundraising letters.
- Wrote, edited and proofread press releases, website copy, web ads, radio ads, program guides and other projects.
- Coordinated content and activity on social media including Facebook and Twitter.
- Converted quarterly print catalog into HTML web pages, updated the home page and other web pages on a weekly basis.
- Served as publicist for annual Blue Bear Benefit concerts: distributed press releases and PSAs to San Francisco Bay Area media outlets; pitched feature stories and other advance coverage to primary daily papers and alt weeklies; pitched advance coverage on local blogs, radio stations and TV stations; scheduled artist interviews; submitted artist photos and event digital assets to media outlets; highlighted event coverage on Blue Bear's social media; compiled press report for event Executive Producer and Blue Bear directors.
- Oversaw production of annual Blue Bear Benefit program guides; wrote copy, managed graphic designer and printer.
- Participated in Marketing Committee meetings, managed assigned projects and action items, and reported results to committee and directors.

#### **Publicist**. *JP Cutler Media* . San Francisco, CA . March 2008 – December 2012

- Served as publicist for boutique PR firm whose clients include independent musicians and music companies, as well as artisan foods, craft breweries, acclaimed restaurants, lifestyle brands, nonprofit organizations and visual artists.
  - Developed media databases for markets across the U.S. and Canada that included contacts at all regional media outlets such as daily and weekly newspapers, radio stations, blogs and other online outlets, TV stations and music magazines.
  - Initiated, developed and maintained strong working relationships with media.
  - Wrote, edited and proofread press releases, artist and company bios, and media pitches.
  - Contacted national, regional and local media and pitched them on coverage of clients' products, new releases and events.
  - Serviced media with client assets including press releases, bios, photos, CDs and digital music.
  - Scheduled artist interviews for feature stories, and coordinated in-studio performances and interviews.
  - Compiled clips and placements in the artist tour markets, and generated press reports for clients.
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**Web Producer and Outreach Coordinator** . *GratefulBody* . Berkeley, CA . Sept. 2004 – May 2007

- Provided strategic and tactical guidance for marketing, publicity and digital media communications for high-end, organic skin care manufacturer and distributor.
- Promoted the overall visibility, branding and imaging of GratefulBody.
- Provided editorial services including copy editing and proofreading for advertising and marketing collateral.
- Worked with Design Director to ensure all copy was consistent with GratefulBody brand and image.
- Wrote, designed, produced and proofread publications including websites, press releases, newsletters and event alerts.
- Worked with Design Director to integrate marketing collateral and print prototypes into web templates and stylesheets.
- Tracked schedules and deadlines, and ensured projects were completed on time and within budget.

**Marketing and Publicity Manager** . *High Sierra Music* . Berkeley, CA . January 2004 – September 2006

- Served as core office staff for independent music production company, primarily managing publicity and marketing campaigns for festivals and concerts.
- Wrote, edited and proofread copy for brochures, press releases, program guides and websites.
- Oversaw production of program guides, brochures and other collateral; managed freelance designers.
- Designed, wrote, edited, proofread and distributed national email newsletters.
- Edited and uploaded website content including copy, images and scripts; integrated publications and marketing collateral into effective web formats.
- Developed media contact database; responded to media inquiries and initiated, developed and maintained strong working relationships with media; solicited and managed media sponsorships.
- Tracked media placement and organized/maintained clips and online press room.
- Managed project databases, budgets and reports.

**Editor, Production Artist** . *JamBase* . San Francisco, CA . February 2002 - August 2003

- Managed content publication and maintenance of national music website utilized by more than 100,000 registered users and 65,000 daily visitors.
- Wrote, edited, designed, proofread and distributed national email newsletter and geo-targeted marketing emails.
- Reviewed submissions and managed daily publication of content including press releases, interviews, feature stories, CD reviews and show reviews.
- Reviewed and proofread content submissions, and prepared content for publication.
- Edited and proofread marketing collateral and other materials.
- Managed assignment of freelance writers and photographers, and developed story ideas with contributing writers.
- Worked with marketing team, product development staff and senior management to develop new marketing strategies, outline business goals and implement projects.

**Intranet Manager** . *Equity Office Properties Trust* . Chicago, IL . October 1998 - July 2000

- Served as project manager and webmaster for company's intranet, a website utilized by more than 1,700 employees in 300 locations nationwide.
- Responsible for overall intranet strategy and direction, as well as for editorial policies, publication and graphic standards, writing and editing of corporate content, oversight of design and production, and maintenance of content administration policies and procedures.
- Advised business units on relevant communication needs from strategy to message development to tactics.
- Proofread and formatted all intranet copy, and proofread marketing collateral, quarterly report and other projects as assigned.
- Advised departments, regional offices and properties on relevant communication needs from strategy to message development to tactics.

## EDUCATION

Michigan State University, B.A. English

## SKILLS

- AP Style and Chicago Manual of Style
  - WordPress, Dreamweaver, HTML (hand-coding) and CSS; various other CMS and FTP programs
  - Adobe Creative Suite: Photoshop, Illustrator, InDesign, etc.
  - Microsoft Office Suite: Word, Excel, PowerPoint, etc.
  - Various ticketing systems including Eventbrite, TicketFly, Front Gate and InTicketing
  - Numerous email marketing programs including MailChimp, ConstantContact, ExactTarget, FanBridge, Fanreach, FanMail, MaxBulk and Mailer Mailer
  - Various database programs including FileMaker
  - Various CRM programs including Salesforce
  - Web analytics and SEO
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