

Meredith Bird

Raleigh, North Carolina | (315) 271-1612 | mslbird@gmail.com | linkedin.com/in/meredithbird

SUMMARY OF QUALIFICATIONS

Digital communications and project manager with 10+ years developing and executing multi-channel strategies that amplify leadership, advocacy efforts and organizational brand identity. Proven ability to design and execute multi-channel campaigns, steward organizational brand and editorial standards, and translate complex financial, policy, and economic research into high-impact communications for policymakers, funders, media, and the public. Extensive experience operating in fully remote, multi-time-zone environments and aligning analysts, communications teams, and executive leadership.

Core Skills:

Communications Strategy & Campaigns || Cross-Regional Project Management || Research & Policy Translation
Digital Channel Governance (Web, Social, Newsletters) || Editorial & Visual Brand Standards || Analytics, Metrics & Media Impact Reporting || Remote Team & Contractor Leadership || Accessibility (WCAG) & UX Strategy
Stakeholder Facilitation & Consensus-Building

Career Highlights:

- Led digital strategy for “All by April,” an award-winning campaign that accelerated \$150M+ in funding.
- Built scalable digital communications infrastructure supporting 4 digital properties.

PROFESSIONAL EXPERIENCE

DEMOCRACY FUND – Washington, District of Columbia **2018 - Present**
Senior Digital Communications Associate (2022 - Present), Communications Coordinator (2018 - 2022)

Executive & Strategic Communications

- Led organization-wide digital communications strategy supporting policy research, funder engagement, and external media visibility across multiple issue areas.
- Partnered closely with research teams to identify strategic narratives and translate complex financial and policy analysis into accessible communications products.
- Implemented and upheld editorial and visual brand standards across four digital properties, ensuring consistency and alignment with organizational values.

Campaigns, Digital Strategy & Impact

- Designed and executed the “All by April” organization-wide digital campaign, achieving a 5.6% conversion rate (well above sector benchmarks).
- Managed integrated campaigns across website, social media, newsletters, and partner toolkits to amplify research-driven priorities.
- Developed analytics frameworks (GA4, Looker Studio) to track reach, engagement, and conversion, using insights to continuously refine strategy.

Website Management & Digital Infrastructure

- Co-led Agile project management for a full website rebuild, ensuring user-centered design, accessibility compliance, and cross-team alignment.
- Created the organization’s first digital communications strategy and infrastructure, including SOPs, content calendars, analytics dashboards, and governance processes.
- Conducted the organization’s first accessibility audit and implementation of improved WCAG standards.

Leadership, Collaboration & Reporting

- Managed 12+ contractors across multiple time zones, including scope definition, performance oversight, and budget management with quarterly CFO reviews.
- Standardized reporting workflows, reducing manual data compilation time and improving leadership insight into communications performance.
- Facilitated collaboration among communications, research, IT, and executive teams to resolve competing priorities and support organizational alignment.
- Applied HTML/CSS and WordPress skills to create new content layouts for research reports.

INDEPENDENT CONSULTANT – Alexandria, Virginia

2016 - Present

Digital Communications and Content Strategy Consultant – *Select Project Highlights:*

- Designed multi-platform communications frameworks and content systems for startups and nonprofit organizations.
- Customized GA4 analytics, conversion tracking, and reporting frameworks for financial and mission-driven clients.
- Conducted full digital audits (SEO, UX, content, analytics), and recommended strategies to improve reach and engagement.
- Provided website and content strategy consulting for an environmental startup, supporting climate-adjacent communications.

GLOBAL IMPACT – Alexandria, Virginia

2013 - 2018

Manager, Client Services (2015 - 2018), Associate, Client Services (2013 - 2015)

- Managed operations and cross-functional workflows for 120+ nonprofit clients; collaborated with stakeholders across U.S. and international teams.
- Trained 50+ staff on the mission and strategies of 120+ international relief and development NGO clients.
- Redesigned internal workflows, resulting in a 40% increase in project efficiency.
- Served as a key stakeholder in Agile development of a fintech platform, contributing user requirements, UX feedback, and process improvements.

PROFESSIONAL TRAINING

Google Analytics Certification (GA4), Analytics Academy	2025
Artificial Intelligence Fundamentals, IBM	2024
Certified Professional in Accessibility (CPACC), IAAP	2025 (<i>expected</i>)
The Frontend Developer Career Path, Scrimba	2025
IT Fundamentals+, CompTIA	2025

EDUCATION

Master of Arts, Conflict Resolution – Georgetown University (2013)

Bachelor of Arts, History – Indiana University of Pennsylvania, Cook Honors College (2011)

Bachelor of Arts, Asian Studies – Indiana University of Pennsylvania, Cook Honors College (2011)

Academic focus: Analyzed civic movements in East Asian countries as responses to pollution resulting from economic development.