

Meredith Bird

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

SUMMARY OF QUALIFICATIONS

Communications Manager and digital strategist with 7+ years building content operations, editorial systems, and multichannel communications infrastructure for mission-driven organizations. Highly skilled at translating complex policy and technical ideas into compelling narratives that drive measurable engagement. Deep expertise in content strategy, analytics, web governance, and cross-functional collaboration, including building communications functions from the ground up. Thrives in early-stage environments where the challenge is creating structure, not inheriting it.

Core Skills:

Digital Platform Ownership & Governance || CMS Management & Publishing Workflows || Content Strategy & Editorial Standards || Analytics & Experience Optimization || Cross-Functional Collaboration & Stakeholder Management || Web Accessibility & WCAG Compliance || Front-End Fundamentals & Technical Coordination

PROFESSIONAL EXPERIENCE

DEMOCRACY FUND – Washington, District of Columbia (Remote) **2018 - 2025**

Senior Digital Communications Associate (2022 - 2025), Communications Coordinator (2018 - 2022)

Nonpartisan private foundation building partnerships with peer foundations to support a stronger US democracy.

Content & Brand Strategy

- Utilized and supported the development of Democracy Fund’s editorial voice and style guide to create content that reflected the foundation’s mission, expertise, and culture.
- Maintained and improved website content in collaboration with program, partnerships, and research teams, to keep messaging accurate, fresh, and aligned.
- Partnered with leaders to amplify wins and thought leadership relevant to target audiences.

Analytics & Marketing

- Defined and tracked meaningful relevant KPIs to make data-informed content strategy decisions.
- Collaborated with program and research teams to surface stories worth sharing both as digital short-form content (LinkedIn, newsletter) and long-form (blog posts, reports).
- Trained communications team members and subject-matter experts on staff in digital writing best practices such as accessibility, SEO, and content structure.

Communications & Campaigns

- Navigated grantee communications requirements (branding guidelines, legal workflows, transparency policy) with sound judgment and while maintaining high content quality.
- Led end-to-end digital strategy and content creation for award-winning flagship campaign, achieving a 5.6% conversion rate (outperforming sector benchmarks by 2-3x).
- Designed and launched organization's first paid advertising campaign, with hands-on execution of creative development, audience targeting, budget management, and performance reporting.

Project Management & Process Development

- Designed and maintained editorial workflows and digital asset management practices that kept the Communications team efficient and digital content output consistent.
- Managed website development vendors and led project management for website initiatives including new functionality, content updates, accessibility audits, and security implementations.

GLOBAL IMPACT – Alexandria, Virginia

2013 - 2018

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

Nonprofit providing fundraising and compliance services to international relief & development organizations.

Communications & Content Development

- Translated complex federal and state regulatory requirements into clear, accessible guidance for 120+ international NGO partners across multiple countries and contexts.
- Developed process guides, instructional documents, and training materials for both internal staff and external client audiences.

Training & Operations

- Designed and facilitated annual webinars and training sessions for 120+ international NGO partners and 50+ global staff located across multiple time zones.
- Evaluated and redesigned internal workflows, resulting in 40% efficiency improvement.

FREELANCE DIGITAL COMMUNICATIONS CONSULTANT – Various/Remote

2016 - 2026

Clients included B-corporations, fintech start-ups, and corporate social responsibility services:

Content Audits & Communications Strategy

- Performed web content audits and provided detailed analyses and recommendations for improvement, delivering actionable recommendations on writing style, plain language, and formatting.
- Advised founders of start-ups on communications strategy, helping clients identify their company's target audiences, develop their brand voice, and design an appropriate content strategy.

Content Writing & Editing

- Produced written deliverables including content audits, communications strategies, and brand voice guidelines for mission-driven startup clients.
- Provided accessibility guidance aligned with WCAG standards, translating technical requirements into practical implementation strategies.

PROFESSIONAL CERTIFICATIONS

Certified Scrum Product Owner (CSPO) , Scrum Alliance	2026
Digital Marketing Certificate , HubSpot Academy	2026
Google Analytics Certification (GA4) , Analytics Academy	2025
Artificial Intelligence Fundamentals , IBM	2024
Certified Professional in Accessibility (CPACC) , IAAP	2026
ACES Certificate in Editing , Poynter Institute	2020

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)