

MARKETING, CONTENT CREATION  
& STRATEGIC COMMUNICATION

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## 0.1 SUMMARY

### MARKETING DIRECTOR & COMMUNICATIONS MANAGER MULTIMEDIA ADVERTISING | BRAND MANAGEMENT | B2C & B2B MARKETING

Creative leader with 12+ years of experience in generating brand awareness and advancement through content creation and strategic communication. Skilled at video, audio, large-scale event production, and all forms of writing. Instrumental in streamlining and improving processes, driving team productivity, and implementing new technology solutions. Proven track record in building brands from the ground up, re-branding, advertising, public relations, and social media strategy.

## 0.2 TIMELINE

PRESENT  
2019

### COLORADO AND DENVER BAR ASSOCIATIONS MARKETING AND COMMUNICATIONS MANAGER DENVER, COLORADO

Manage strategic direction of official communications from both associations. Create and market a variety of content for use across multiple digital and print media channels to build membership numbers and keep members engaged. Craft press releases, official statements, and external executive communications

#### Videography

**Winner: 2021 Luminary Award for Best Video "A Fistful of Gavels"**

- Produce, film, and edit promotional videos for programs, events, membership campaigns, public service announcements, and legislative initiatives

#### Podcasts

**Nominated: 2021 Luminary Award for Best Special Project "Our Voices"**

- Direct *CBA Podcasts Channel*. Over 100 episodes and over 20K unique listens and downloads since launch in April 2020
- Regular weekly and monthly series: *Our Voices*, *Modern Law Revolution*, *Stairway to A.T.J.*, and *Gettin' Legal with It*
- Limited release mini-series: *The Woman's History Project with Ruchi Kapoor*, *Asian American & Pacific Islander Month*, and *¡Bienvenidos! Celebrating Hispanic Heritage Month*
- Curate series-specific and channel-wide programming themes
- Manage creative direction for series and episode branding, compose theme music and stingers
- Publish and market each episode release
- Work closely with chief engineer and other studio staff to ensure consistent, professional quality recordings
- Collaborate with hosts and other stakeholders to identify and book high profile guests including authors, academic experts, local personalities, leading government officials, and political figures

*CBA Podcasts are available on iTunes, Spotify, Podbean, Podcast Republic, cobar.org, and the CBA YouTube Channel*

#### Managing Editor, *The Docket Magazine*

- Revitalize and modernize the official publication of the Denver Bar Association (circulation: 12K+)
- Curate themes and synchronize publication with larger communication campaigns and strategies
- Author featured articles, interviews, reviews, and recurring columns (eg: *Letter from the Editor*, *Briefly*, *Picture This*, *Dear Docket*, *Attorney Curmudgeon*, *Bar News*)
- Recruit and retain authors, photographers, committee members, and other contributors
- Promote magazine to potential advertisers, local establishments, and the larger Denver community
- Partner with local restaurants, venues, museums, galleries, bars, and attractions on promotions and reviews
- Launch magazine's website and online version: [dbadocket.com](http://dbadocket.com)
- Oversee printers, graphic designers, web designers, copyeditors, vendors, and administrative staff

#### Marketing

- Create strategic marketing campaigns for programs, initiatives, membership retention, potential membership, law school relations, and public outreach
- Manage project-specific vendors including graphic designers, printers, marketing & advertising agencies, photographers, advertising outlets, etc.

**PRESENT**

**2012 FREELANCE  
MARKETING CONSULTANT AND ADVISOR  
DENVER, COLORADO**

- Serve in a strategic, external marketing and operations role for private corporations, universities, and small businesses; focused on increasing brand awareness, client engagement, and effective communications to reach internal goals.
- Revamped marketing and operations for diverse portfolio of organizations including: law firms, property management companies, health and wellness, and B2B and B2C retail companies; made process improvements

**2019 IRIE BLISS WELLNESS  
DIRECTOR OF MARKETING AND OPERATIONS  
2017 BOSTON, MASSACHUSETTS**

- Established the brand identity of this boutique holistic health and wellness lifestyle company including logos, package design, social media presence, and website
- Managed marketing campaigns, lead generation and nurturing, and B2C and B2B strategies
- Authored articles about products, customer success stories, and community developments
- Assisted with opening three brick-and-mortar locations around Boston
- Created SOPs, launched CRM system, and ecommerce platform

**2017 BERKLEE COLLEGE OF MUSIC  
2013 ASSISTANT DIRECTOR – EXPERIENTIAL LEARNING  
BOSTON, MASSACHUSETTS**

- Led marketing, employer relations, and student advising functions for the department with a team of six direct reports; redesign of the Internship Program yielded a 42% increase in applications and a 32% increase in enrollment.
- Spearheaded significant process improvements such as launching an online, self-assessment tool, implementing a career services manager (CSM) for recordkeeping and engagement, and simplified/modernized administration.
- Supervised the creation of multi-media campaigns, website redesign/updates, social media campaigns, and live events in Boston, New York City, and Atlanta; co-created the first LGBT Student Mentoring Program training for staff.
- Oversaw employer relations efforts in targeted cities to assist with student employment; increased the number of potential employers in network by 300+; managed federal labor compliance (FLSA) for internship students.

**2013 NORTHEASTERN UNIVERSITY  
2011 EVENT PRODUCER – UNIVERSITY EVENTS  
BOSTON, MASSACHUSETTS**

- Conceptualized, planned, and executed countless events, managed budgets ranging from \$5K-\$1.2M for events with cross-functional teams of 50+ vendors and staff; hosted over 15K guests including VIPs from various industries.
- Involved in all facets of event production: venue selection, contract negotiation, design and décor, vendor procurement, invitations, marketing materials, menu approval, and logistics coordination.
- Accountable for visual edits and final designs for national campaigns and events; collaborated with in-house graphic designers to ensure accuracy and success of unique marketing initiatives.
- Established fundamental aspects of operations and marketing protocol for the new Doctor of Education Program.
- Wrote online content, program and procedures guides, advertisements, and external communications for promotional efforts.

**0.3 EDUCATION**

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**EMERSON COLLEGE  
BACHELOR OF ARTS IN MEDIA ARTS  
BOSTON, MASSACHUSETTS**

**OXFORD UNIVERSITY  
BRITISH HISTORY & ART HISTORY COURSEWORK  
OXFORD, UNITED KINGDOM**

**OXFORD SEMINARS  
TESOL/TESL/TEFL CERTIFICATION (100 HOURS)  
CAMBRIDGE, MASSACHUSETTS**

**0.4 AWARDS**

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**2016 BERKLEE COLLEGE OF MUSIC - OUTSTANDING STAFF COLLABORATION**

**2013 NORTHEASTERN UNIVERSITY - OUTSTANDING TEAMWORK**

**2006 WACHOVIA SECURITIES - EXCELLENCE IN LEADERSHIP**