Olivia Marsh

COMMUNICATIONS STRATEGIST

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SUMMARY

Communications strategist with 6 years building campaigns for health and climate nonprofits in Washington, DC. Turns audience research into message frameworks, storytelling and channel plans, and handles project management from brief to final report on budgets up to $1.2M. Strong writer and editor who measures results in reach, sign-ups and policy outcomes.

EXPERIENCE

Communications Strategist

05/2023 - Present

Meridian Public Affairs Group

Washington, DC

Public affairs firm serving 20 nonprofit and foundation clients.

- Develop communications strategy and message frameworks for **6** clients, each tied to a policy or fundraising goal.
- Run audience research with 4 focus groups and 2 national surveys a year, turning findings into tested messages.
- Lead a $1.2M paid and earned campaign for a clean-air coalition, reaching 9 million people and 48,000 petition signers.
- Report results monthly from Google Analytics, social media and media relations data, cutting 30% of low-performing spend.

Senior Communications Associate

08/2020 - 04/2023

Potomac Health Equity Alliance

Washington, DC

National health advocacy nonprofit with 60 staff.

- Wrote reports, op-eds and storytelling pieces featuring 40 patients, placing 12 op-eds in regional papers.
- Edited 3 annual reports and 50+ fact sheets for policy staff under a single style guide.
- Pitched reporters on 2 federal rule changes, earning 85 news stories in 6 months.
- Coordinated plans for 5 campaign launches across policy, digital and field teams.

SKILLS

Communications Strategy | Storytelling | Writing | Editing | Media Relations | Project Management | Audience Research | Google Analytics | Social Media | Attention to Detail

EDUCATION

Bachelor of Arts

05/2020

American University

Washington, DC

Political Science