



MARY OLDHAM

*Creative Writing Specialist
Marketing & Advertising Consultant*

SUMMARY

Revenue-driven Digital Marketing Specialist and WGA Screenwriter experienced in scaling high-value accounts and managing \$1.5M–\$4.0M annual revenue portfolios. Specialized in modernizing brand communication through AI-driven content optimization and prompt engineering.

Expertise includes developing comprehensive digital advertising strategies—SEO, SEM, and social media engagement—tailored for the medical, real estate, and B2B sectors. Accomplished at crafting impactful stories that drive tangible growth and strengthen global brand presence.

EDUCATION

- Bachelor of Science
Major: Business/Marketing;
Minor: Apparel, Interiors & Merchandising
- Oregon State University, Corvallis, Oregon

PROFESSIONAL DEVELOPMENT

- Certifications & Continuing Education
- AI Mastery & Workflow Automation | Coursiv | 2026
- Intensive training focused on prompt engineering, iterative design, and the deployment of AI-driven web and content solutions.
- **Google AI Essentials** | Google via Coursera | 2026.

ONLINE PORTFOLIO

<https://maryoldhamportfolio.com/>

PROFESSIONAL EXPERIENCE:

MERCOR INTELLIGENCE

NOVEMBER 2025 - PRESENT (REMOTE, CONTRACT)

Creative Writing Specialist

- Optimizing Large Language Models (LLMs) to generate high-conversion marketing and advertising copy, ensuring brand-safe and persuasive outputs

BY CREEKITY, PUBLISHING LLC

FEBRUARY 2021--PRESENT

Published Author / Screenwriter

- Strategic IP Development & Adaptation: Orchestrated the strategic development and adaptation of original intellectual property, resulting in the screenplay for Silver Linings and the film optioning of The Silver Linings Wedding Dress Auction by Crown Media / Hallmark (DBA Dooney Pictures).
- Global Market Expansion: Scaled international market penetration for a portfolio of 17 published manuscripts, achieving over 150,000 unit sales across 14 countries as of February 2026.
- Data-Driven Audience Acquisition: Engineered and implemented sophisticated multi-channel marketing strategies utilizing behavioral targeting across Facebook, Instagram, TikTok, and LinkedIn to drive brand awareness and conversion.
- Educational Content Strategy: Developed a comprehensive self-publishing curriculum and digital masterclass, managing end-to-end production from technical formatting and cover design to legal compliance and ISBN distribution.
- Industry Leadership & Compliance: Maintain professional standing as a member of the Writers Guild of America West, ensuring all creative outputs meet high-level industry standards and collaborative benchmarks.

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LEADERSHIP & ADVISORY BOARDS

- Linfield University
Women in Leadership Advisory Panel: Member (November 2023–2025)
- Marketing Advisory Circle, Oregon State University, College of Business: Board Member (March 2018–June 2019)

MEMBERSHIPS

- **Writers Guild of America:**
Member (May 2024–Present),
Affiliate Member (May 2023–2024)
- **Romance Writers of America:**
Member (2008–Present)
- **Georgia Romance Writers:**
Member (2010–Present)
- **Emerald City Romance Writers:**
Member (2010–Present)
- **Rose City Romance Writers:**
Member (2010–Present)

AWARDS

- **2025:** International Impact Book Award: Romantic Fiction: ***The Poison Garden***
- **2024:** NYC Big Book Award Distinguished Favorite, Romantic Suspense/Thriller: ***The Poison Garden***
- **2023:** Maggie Award Finalist, Contemporary: ***CRUSH***
- **2015:** Romance Writers of America, Golden Heart Finalist, Series Contemporary: ***A Night at the Rosemont***
- **2012:** Romance Writers of America, Golden Heart Finalist, Romantic Suspense: ***Chemical Attraction***
- **2010:** Romance Writers of America, Golden Heart Finalist, Series Contemporary: ***Laura Takes a Lover*** (Published Title: ***A Summer Affair***)

ANIMAL WELFARE / VOLUNTEER

Vizsla International Facebook Group

- Co-Administrator (2014–Present)
- Responsibilities include managing a community of over 5,000 members.

GANNETT / LOCALIQ | USA TODAY

DECEMBER 2018 – FEBRUARY 2021

Digital Advertising Account Executive

- Strategic Market Penetration: Executed high-performance digital advertising strategies to capture and grow market share within the Oregon territory for a leading national media organization.
- Vertical Growth Leadership: Orchestrated account acquisition strategies across high-value sectors—including medical, cosmetic surgery, B2B, real estate, and travel/hospitality—to drive sustained revenue growth.

ADVANCE MEDIA / THE OREGONIAN

JUNE 2000 – DECEMBER 2018

Outside Digital Account Executive – Major Accounts

- Revenue Portfolio Management: Strategically managed a high-impact territory generating \$1.5M to \$4.0M in annual revenue, consistently outperforming monthly sales targets through sophisticated account management.
- Advanced Digital Campaign Optimization: Engineered progressive marketing initiatives leveraging SEM, SEO, social media optimization, and behavioral targeting to deliver measurable ROI for major accounts.
- Omni-Channel Strategy Execution: Conceptualized and launched integrated sales campaigns across digital, print, and niche platforms to maximize client reach and brand visibility.
- Targeted Content Marketing: Developed bespoke content strategies for the affluent real estate vertical, strengthening client brand equity and market positioning.
- Strategic Relationship Management: Cultivated and maintained long-term partnerships with C-suite and major account stakeholders to ensure sustained client retention and account expansion.