



MARY OLDHAM

Screenwriter / Published Author

SUMMARY

Detail-oriented and experienced writer and digital advertising specialist with 25 years of experience in content creation, marketing, and sales. Proven track record of driving revenue and increasing brand awareness through targeted marketing campaigns and content development. Skilled in SEO, SEM, behavioral targeting, social media management, and B2B sales.

EDUCATION

- Bachelors of Science
- Major: Business / Marketing
- Minor: Apparel, Interiors & Merchandising
- Oregon State University •
Corvallis, Oregon, June 1991

ACTIVITIES & MEMBERSHIPS

- Writers Guild of America,
Member, May 2024 - Present
Affiliate Member May 2023 - 2024
- Member, Linfield University Women in
Leadership Advisory Panel November 2023 -
Present
- Board Member, Marketing Advisory Circle,
Oregon State University, College of Business
March 2018 – June 2019
- Romance Writers of America
2008 - Present
- Georgia Romance Writers
2010 - Present
- Emerald City Romance Writers
2010 - Present

BY CREEK ITY PUBLISHING, LLC.

NOVEMBER 2021 - PRESENT

- Wrote script for *Silver Linings* for Dooney Pictures
(Crown Media / Hallmark), April 2024.
- Published fifteen manuscripts, including *The Silver Linings
Wedding Dress Auction*, which was optioned by Dooney Pictures
(Crown Media / Hallmark) in January 2023.
- Sold over 115,000 books in seven countries as of
November 2024.
- Created an online self-publishing class. Two, one-hour classes
to cover format, pagination, cover, editing, copyright and ISBN.
- Designed and implemented international behavioral targeted
marketing on Facebook, Instagram, TikTok, LinkedIn, and
Pinterest for author promotion.

LICENSED REAL ESTATE BROKER

MARCH 2021 – PRESENT

- Marketing and brand creation for Brian C. Johnson
Homes to increase lead generation and listings.
- Developed strategy and wrote engaging content for
Realtor Promotion and Branding. 3/2021-12/2021 (NDA)
- License on referral status as of 1/1/2022.

GANNETT / LOCALIQ | USA TODAY

DECEMBER 2018 – FEBRUARY 2021

- Digital Advertising Account Executive
- Provided custom digital advertising solutions for new
and existing advertisers in the Oregon market.
- New business hunter growing revenue through
acquisition of new accounts in medium to large business
verticals, including medical, cosmetic, and plastic
surgeons, B2B, real estate, and travel/hospitality.

SKILLS

- Behavioral Targeting • Social Media Optimization • SEM • SEO • Geo-Conquesting • Remessaging
- Content Marketing • Sponsored Content
- Microsoft Office Suite • Salesforce
- Canva • PowerPoint
- Final Draft

AUTHOR ACCOLADES

- 2024 NYC Big Book Award Distinguished Favorite, Romantic Suspense / Thriller: *The Poison Garden*
- 2023 Published 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

- 2014 - Present
- Co-Administrator:
Vizsla International
- Responsible
for Managing 5,000 members

ADVANCE MEDIA / THE OREGONIAN OUTSIDE ACCOUNT EXECUTIVE

JUNE 2000 – DECEMBER 2018

- Accountable for generating business development towards increasing revenue with major accounts in the real estate vertical, including brokerages, home builders, mortgage brokers, rentals, & senior living facilities.
- New Business Hunter for key account verticals. Developed client relationships with major account targets in the business-to-business sector, including fitness, spa/salons, & the wedding vendor categories.
- Developed and initiated growing sales revenue with critical advertisers and established new accounts while achieving monthly sales goals.
- Displayed a high standard of proficiency in selling against media competitors on all platforms, including digital, print, & niche.
- Progressive Campaign Development in the areas of Search Engine Marketing, Search Engine Optimization, Social Media Optimization, Content Marketing, Behavioral Targeting on the Extended Network and High Impact Digital Advertising.
- Wrote content marketing for affluent real estate accounts.
- Annual Territory revenue: \$1.5M to \$4.0M.