

Oyin Thompson

Contact

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Address

1037 Lake Shore Drive

Bowie, MD 20721

Education

B.A. Media and Communications Studies

University of Maryland,
Baltimore County

A.A. Journalism and Media Communications

Howard Community College

Expertise

- **Admin & Management**
Project management, budget management, grant writing
- **Copywriting/ Copyediting**
Chicago style, custom style guides; adaptable to AP style
- **Creative Software**
Adobe Photoshop, Premiere, InDesign, Illustrator, Acrobat Pro, Final Cut Pro
- **Office & Database**
Microsoft Office Suite, basic Tessitura, Google Suite, Asana, Basecamp, Zoom, Raiser's Edge
- **Social Media**
Facebook, Hootsuite, Instagram, LinkedIn, Nextdoor, Pinterest, Snapchat, TikTok, Twitter, YouTube

Communications Specialist

Experienced communications and program specialist with a demonstrated ability of working in the performing arts, museum, media production, and government industries. I construct and implement programs that help tell an organization's story, while working with others to explore and generate fresh ideas.

Experience

○ PBS Foundation (Public Broadcasting Service), Arlington, VA Events Manager, Oct. 2022 - Present

- Ensure all Foundation events are managed with the highest level of professionalism and presentation from concept to evaluation.
- Oversee the creation of consistent stewardship and engagement processes.
- Design and coordinate in-person and virtual high touch donor engagement activities.
- Support events to positively impact Development results.
- Coordinate stewardship and recognition programs building relationships with internal and external constituencies.
- Implement events that raise awareness of PBS.
- Oversee the event logistics for Foundation events.
- Develop invitations, program content, and structure.
- Create and manage invitation and RSVP lists.
- Develop event themes in collaboration with PBS Foundation Gift Officers.
- Construct budgets for events and effectively monitor budget compliance.
- Arrange for appropriate facilities and materials for event use.
- Communicate event plans and information with involved staff.
- Maintain detailed timelines and records of activities associated with each event along with event summary/budget reports.
- Analyze events (individually and collectively) as a tool for building ongoing donor relationships among individual participants, sponsor organizations and volunteers.
- Utilize database and electronic events software appropriately.

Montgomery County Commission for Women, Rockville, MD

Director, Special Events and Programs, Dec. 2020 - Aug. 2022

- Developed and sustained relationships between Montgomery County, communities, and other organizations that align with Commission for Women's (CFW) core mission programs and special initiatives.
- Tailored and created programs and events that encourage outreach and education.
- Represented CFW staff on Programming, PR, and Human Trafficking Prevention committees.
- Constructed, advertised, and maintained four major flagship programs; tracked efforts and adjusted plans to meet goals on time and budget.
- Developed and administered contracts, prepared RFP's.
- Researched, collected, and processed data & analyses for senior leadership decision-making.
- Developed and executed content that spoke to immediate cultural movements, across Instagram, Facebook, Twitter, LinkedIn, Nextdoor, and YouTube, all via Hootsuite.
- Created content (flyers, social media graphics and toolkits) that were brand-accretive, culturally responsive, and resonant with target audience.
- Quickly turned around content and strategic communications plans to ensure relevancy in CFW's communications across all platforms.
- Developed KPIs and chose appropriate metrics to measure PR strategy outcomes; applied EQ (Emotional Intelligence) to culturally-sensitive marketing.
- Copywrite short and long content for print and digital communications, including publications sent to 50k - 90k households, collateral, press releases, website, and advertising.
- Produced and executed weekly email newsletters, and increased email subscriptions by 50% in six months.
- Improved calls to action through clear copy and better design.
- Coordinated booth/tabling and travel plans for festivals and events.
- Simultaneously managed multiple projects and budgets of varying complexity, triaging them as appropriate.
- Researched, wrote, edited, and submitted grant proposals and results.
- Supported Executive Director with vision planning by identifying opportunities for growth within organization and with partners.
- Supervised year-round interns and volunteers.

Self-employed, Bowie, MD

Independent Arts Contractor, Program Manager, Dec. 2020 - Present

- Planned and executed Strathmore's virtual "Step Up" program for two middle school step teams culminating in the organization's first successful virtual step showcase.
- Served as backstage manager for Strathmore's "Blues 101" blues show for all Montgomery County fifth graders in organization's 1976-seat concert hall.
- Collaborated with various clients to create flyers for baby showers, gender reveals, kids birthdays, and small businesses.
- Consulted with local small businesses to develop social media strategy.
- Ideate, shoot, and edit photo and video content (including copy) for personal YouTube channel using Adobe Photoshop, Adobe Premiere Pro, and Final Cut Pro.

Strathmore, North Bethesda, MD

Education and Outreach Manager, Program Manager, Mar 2017 - Dec. 2020

- Managed outreach programs and partnerships, an extensive list of community groups, faith-based organizations, the Montgomery County Recreation Department, Montgomery County Public Schools (MCPS) and other government entities.
- Booked over 50 artists and educators quarterly to conduct workshops, perform at schools, concerts, and festivals.
- Led innovative educational engagement initiatives such as a step program in collaboration with "Step Afrika!".
- Worked backwards with cross-functional teams such as Marketing, AV, F&B, to deliver results for stakeholders.
- Build and oversee budgets for major community programs.
- Researched, wrote, edited, and submitted grant proposals and results.
- Facilitated meetings by writing and sending agendas, taking down minutes and tracking assigned project team activities using Basecamp.
- Copywrite short and long content for print and digital communications.
- Collaborated with Marketing Department to advertise education programs.
- Created and facilitated graphic content for annual Blues concert.
- Highly involved with Strathmore's Diversity, Equity, and Inclusion initiative by attending workshops, trainings, and contributing to Strathmore's customer service platform.
- Developed and managed event project schedules, budgets, and timelines; ensuring optimum efficiency.
- Researched and implemented best practices for leadership development, increased participation and event revenue growth; drove and encouraged creativity and innovation at the community level.
- Supervised Education Department interns and the Education Program Assistant.

Education Coordinator, Apr. 2016 - Mar. 2017

- Managed outreach programs and partnerships mainly with community groups, faith-based organizations, Montgomery County Recreation Department, Montgomery County Public Schools (MCPS), and other government entities.
- Staffed Strathmore's on-campus educational programming by conducting artist introductions on stage.
- Planned and executed Strathmore's Education programs while managing department budget.
- Created high-quality content for a wide-ranging and complex set of education events.
- Provided new designs and graphics using Adobe Photoshop and Adobe Premiere Pro.
- Improved and created systems for Education department's smooth operation.
- Represented Strathmore to patrons, customers, artists, and community partners.