

Margaret F. Farrand

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ABOUT

Strategic communications leader with 15+ years of experience shaping compelling stories that make complex ideas accessible. I'm a trusted partner to executives and clients, bringing clarity, structure, and follow through to complex projects.

EDUCATION

Georgetown University
Bachelor of Arts in Linguistics,
College of Arts & Sciences;
Second Honors; Dean's List; Pi
Delta Phi French Honor Society

COMPETENCIES

- Strategic communications
- Digital & marketing strategy
- Complex project management
- Brand strategy
- Cross-functional leadership
- Content strategy

TECHNICAL SKILLS

- Adobe Creative Cloud (Photoshop, Illustrator, InDesign), Canva, Figma
- AI tools (ChatGPT, Gemini)
- CMS (WordPress, Elementor)
- Digital asset management (Bynder, NetDocs)
- Email marketing (Constant Contact)
- Google Analytics (GA4)
- HTML, CSS, SEO
- Media monitoring (Meltwater, Muck Rack, Google Alerts)
- Microsoft 365 (Word, Excel, PowerPoint, SharePoint)
- Project management (Asana, Monday.com)
- Social media (LinkedIn, Facebook, X, Instagram)

EXPERIENCE

SmartMark Communications | Remote

A small, full service strategic communications and customer experience agency for the energy and technology sectors

Account Director

July 2025 – July 2026

- Built strategic client relationships while contributing to agency growth and business strategy
- Led a utility demand response pilot, shaping strategy, execution, and data analysis
- Launched an interactive Show Home with a utility client and Habitat for Humanity, coordinating vendors, utility stakeholders, and design teams
- Directed high-profile customer engagement initiatives spanning research, creative, digital, & experiential marketing
- Led award-winning marketing and customer engagement campaigns recognized by E Source, AESP, and Pinnacle

Account Manager

Feb 2023 – July 2025

- Developed communications strategies and creative assets for utility programs focused on energy efficiency, demand response, electrification, and customer engagement
- Managed utility, smart home, and clean energy clients through end-to-end marketing and communications campaigns, including strategy, content development, events, websites, advertising, & creative execution
- Served as the primary client contact, overseeing project timelines, budgets, and all client communication

Life Biosciences | Boston, MA

A preclinical biotech startup developing & commercializing science that improves the lives of people as they age

Corporate Affairs & Investor Relations Consultant

Mar 2022 – Mar 2023

- Led corporate communications and investor relations

Associate Director, Corporate Affairs, IR, and IT

Dec 2020 – March 2022

- Defined & drove the company's strategic communications and media initiatives
- Led company's investor relations efforts, including managing relationship with investor relations firm
- Delivered a complete redesign of the company's investor deck and website in December 2021
- Managed corporate affairs and IT single-handedly as of July 2020 after company downsizing, including reporting directly to the CEO, overseeing the IT budget & infrastructure, and making IT-related decisions

Manager, Corporate Affairs

May 2019 – Dec 2020

- Built & executed the company's communications and media program—including PR, website strategy, analytics, & thought leadership
- Managed investor communications and collateral: the investor deck, thesis paper, and quarterly updates
- Partnered with HR and the CEO on organization-wide communications, presentations, executive messaging, QA, & other supporting materials

Pathfinder International | Watertown, MA

A global nonprofit dedicated to increasing access to sexual and reproductive health and rights

Digital Communications Advisor

Oct 2018 – May 2019

- Led digital communications strategy to drive fundraising, donor cultivation, audience growth, & engagement
- Developed integrated digital campaigns with fresh content and unified messaging to raise awareness and fundraise across direct mail, e-mail, search, & social media
- Managed the e-mail marketing program from content creation through reporting out on metrics
- Supervised junior staff and managed agency and vendor relationships

Senior Officer of Digital Media

July 2016 – Oct 2018

- Managed the global website and content strategy, increasing web traffic 31% and unique visitors 37%
- Grew social media followers 125% and reach 60% across Facebook and Twitter
- Produced short videos documenting program impact in Tanzania, Mozambique, and Kenya
- Coordinated conference presence through presentation preparation, media support, and social media
- Launched the organization's first digital asset management system (using Bynder) with 70,000+ assets

Senior Online Communications Officer

June 2014 – July 2016

- Supported the year-long organizational rebrand and led the website redesign process to WordPress
- Traveled to Pathfinder projects in Mozambique and Bangladesh as a field reporter to gather multimedia assets for fundraising
- Created digital content (blogs, feature stories, videos, and news stories) and managed the organization's website and social media

Creative Associates International | *Washington, DC*

A global organization working in education and conflict prevention

Multimedia Writer & Editor

Aug 2013 – June 2014

- Produced multimedia content across video, written, and digital platforms; introduced the organization's first integrated multimedia production based on its job skills training program in Afghanistan (which included a two-week trip to Afghanistan in 2013)

Counterpart International | *Arlington, VA*

A global nonprofit focused on community development, food security, and environmental sustainability

Communications Officer

May 2009 – Aug 2013

- Engaged in external communications and multimedia production; led submission process for communications awards, including wins from PR News and Hermes Creative Awards; instrumental in the rebranding and subsequent website launch in Expression Engine; managed the department single-handedly after director's departure (Nov 2010 – March 2011)

ACTIVITIES & AWARDS

Georgetown Athletics' J. Gregory Carroll Award – Recipient

Feb 2026

Awarded annually to a volunteer demonstrating sustained, outstanding service to the Athletic Department and Hoyas Unlimited

Georgetown University Field Hockey Alumnae Group – Co-President

July 2010 – present

Responsible for fundraising and organizing the annual Alumnae Weekend; Hoyas Unlimited board member, the fundraising arm of Georgetown Athletics; in July 2017, asked to serve on the Executive Committee of Hoyas Unlimited; in 15 years, dollars raised for field hockey increased 384% and number of donors increased 229%

Georgetown University Alumni Association – Class of 2009 Co-Chair

Apr 2009 – present

Served as Communications Chair until 2026; now leading fundraising, reunion planning, and alumni engagement initiatives to strengthen class participation and philanthropic support

Georgetown University Alumni Admissions Program – Member

Sept 2017 – present

Conduct interviews for first-year and transfer applicants as part of Georgetown's worldwide alumni volunteer organization

Georgetown University Hoya Gateway – Advisory Committee Member

June 2023 – May 2025

Advised on strategy and growth of Hoya Gateway, Georgetown's career networking platform connecting 15,000 students and alumni

Moving Health – Secretary of the Board, Development Committee Member

May 2019 – Feb 2024

Provided board governance and fundraising leadership for the MIT-founded nonprofit expanding healthcare in rural communities

Minuteman Field Hockey Club – President

Oct 2016 – July 2024

Led the 60+ member co-ed, adult field hockey league in Boston; managed finances, organized weekly pick-up sessions, and coordinated tournaments; organized the annual Boston Indoor Cup tournament that brings 150 players to Boston; appointed president in April 2018

Georgetown University Varsity Field Hockey

Aug 2005 – Nov 2008

Four-year Division I starter; led the team in all offensive categories during the 2005 season, first in goals scored in 2006, second in goals scored in 2007 & 2008 seasons; 2007 Most Valuable Player; 2006 & 2009 Coach's Award; Big East Academic All-Star Team all four years for a year-round 3.0 GPA; NFHCA National Academic Squad all four seasons for 3.30 GPA