

Meaghan Woodsome

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SUMMARY

Mission-driven executive with 25 years of experience leading marketing and operational excellence in both nonprofit and corporate sectors. Proven track record in developing thought leadership initiatives, building high-performing teams, and driving growth through strategic marketing campaigns. Core competencies include strategic marketing and brand development, content strategy, stakeholder engagement, crisis communications, team leadership, and fostering cultures of inclusion.

PROFESSIONAL EXPERIENCE

YMCA OF SOUTHERN MAINE, Portland, ME, August 2016 - Present

Community service organization supporting 40,000 people across Southern Maine.

Chief Administrative Officer (January 2023 - Present)

District Executive (May 2020 - January 2023)

Branch Executive (June 2019 - May 2020)

Marketing Director (August 2016 - June 2019)

Key accomplishments:

- Led comprehensive marketing and communications strategy across four locations serving 40,000+ community members.
- Led strategic reorganization of the marketing department into an internal service center, implementing collaborative workflows that improved cross-departmental relationships and increased marketing team efficiency. Transformed marketing to a strategic driver of organizational goals.
- Developed and executed thought leadership strategy for CEO and executive team, including crisis communications, impact stories, and strategic messaging that increased institutional visibility.
- Created and implemented COVID-19 safety protocols and multilingual communication plans adopted by Maine's largest healthcare network and the Northern New England Alliance of YMCAs.
- Exceeded annual fundraising goal by 10% through strategic campaign management and collaborative coaching of seven campaign teams
- Led a multidisciplinary team of seven direct reports and 45 staff.

MEAGHAN WOODSOME CONSULTING, Portland, ME, 2014-2016

Strategic marketing consultant specializing in brand development and stakeholder engagement.

- Developed comprehensive marketing and communications strategies for diverse clients, delivering measurable improvements in brand awareness and stakeholder engagement.
- Let successful state senate campaign communications strategy, unseating incumbent by the largest margin in state history, through data-driven multi-channel approach.
- Led crisis communications and stakeholder management for nonprofit during executive transition, maintaining donor confidence and program continuity through strategic messaging and engagement.
- Created B2B marketing framework for trade publication start up, developing integrated digital and content frameworks to support market entry.

CONCORDIA PARTNERS, LLC, Portland, ME, 2008 - 2014

B2C marketing leadership for a natural health products company. Led strategic growth initiatives and product development across multiple channels.

Marketing Director (October 2013 – June 2014)

Product Development & Marketing Manager (May 2008 – October 2013)

Key accomplishments:

- Developed and executed customer engagement strategy, resulting in 57% increase in subscriptions and 12% growth in front end sales.
- Built and managed cross-functional team of eight professionals, including product development and content, leading product development lifecycle from concept to market launch for 21 new products
- Created data-driven customer engagement strategy using CRM analytics, driving 30% growth in recurring revenue.

SYNCHRONICITY, LLC, Licensing Manager, Maine, 2003-2008

Managed 70+ brand partnerships, including Tootsie Roll Industries and Wham-O Toys.

TECHNICAL EXPERTISE

- CRM Platforms: Daxko, ACT!, Salus, Constant Contact
- Analytics & Reporting: Google Analytics, Social Media Analytics

- Digital Marketing: Email Marketing Automation, Content Management Systems, Social Media Management
- Design & Production: InDesign

COMMUNITY LEADERSHIP

SHALOM HOUSE, Board of Directors, Portland, ME, 2016-2017

Community-based mental health services and affordable housing.

AMISTAD, INC., President, Board of Directors, Portland, ME, 2014-2016

Peer support services for people facing mental illness and other major life challenges.

EDUCATION & PROFESSIONAL DEVELOPMENT

- Clark University, Bachelor of Arts – Summa Cum Laude
- University of Southern Maine, CCE, Project Management
- "Consent is Key: Revolutionize your Organization's Storytelling" - Ethical narrative development, inclusive storytelling practices, and consent-based communications, Maine Association of Nonprofits/Habra Marketing
- Digital Design for Marketing (InDesign), University of New Hampshire
- Advanced Grant Writing, University of New Hampshire
- Board Development & Nonprofit Leadership, Maine Association of Nonprofits