

# Bill McGarvey

Creative strategy, communications and marketing

As a best-selling author, editor, musician, producer and entrepreneur, Bill McGarvey is a storyteller and leader for organizations who take the social responsibility and impact of their enterprise seriously (essentially ANY organization today that wishes to remain relevant). He specializes in working with teams to help mission and justice-based organizations identify, understand and implement their brand strategy to expand their audience and increase their impact. His expertise is in linking creative vision and mission effectiveness across a wide-ranging business, non-profit and social-change landscape. Bill excels in the art of helping mission-driven organizations expand their creative capacity to execute strategy and achieve their goals.

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## SKILLS

Brand development

Content creation

Digital marketing

Strategic planning

Content strategy

Video production

Campaign planning

Team leadership

Project management



## WORK EXPERIENCE

### Owner

McG Media LLC

01/2011 - Present

#### Achievements/Tasks

- Creative consulting for all aspects of media: strategy, design, content creation and audience development. McG Media works with clients to build creative teams and processes that generate award-winning content across all platforms (video, audio (podcast), text, web, print etc.). McG Media (McG-Media.com) leads clients through a thorough discovery process to clarify their brand identity, their communications goals and the path to achieving those goals.
- Led media and communications for the nation's oldest peace and justice nonprofit, significantly increasing their visibility and impact.
- Directed Media, Events & Content Strategy for the National Council of Elders--a coalition of veteran leaders of 20th-century civil rights movements. Produced numerous public webinars with experts from around the world on a wide range of issues.
- Created and designed Inner City Scholarship Fund's first capital campaign "Kids are our Capital" that raised \$125 million.
- Produced and directed an award-winning short documentary as well as numerous other live-action and animated short films that have been selected by over 40 film festivals around the world, including Academy Award eligible festivals.
- Published features, essays and reviews in *The Washington Post*, NPR, BBC, *Time Out New York*, *The Tablet* (London), *Commonweal*, *Factual* (Spain), *Book* and *Mars Hill Review*.
- Culture columnist for the Jesuit magazine "America." I have written over 100 feature stories, columns and reviews and won numerous CPA awards, including "Best Regular Column" in 2019.
- Co-founded--along with consumer scientists at the University of Wisconsin, Madison--MoneyLanguages.com, a proprietary, scientifically validated assessment tool that enables people to understand how they think, feel and behave regarding money.
- Reimagined and rebuilt the branding, web and content strategy for the Order of Carmelites, a global 800-year-old Catholic religious order. Increased the organization's web/social media presence more than ten fold reaching 3.2 million people annually. Created and produced an award-winning daily prayer podcast that accumulated over 750,000 downloads over four years and grew to level of 250,000 annual downloads.
- Wrote and produced six albums of music featured internationally in films, network television and radio, as well as *The New York Times*, *Billboard*, *The New Yorker* magazine and *The Chicago Tribune* among others.



## WORK EXPERIENCE

### Author

#### The Freshman Survival Guide

04/2011 - Present

*Achievements/Tasks*

- Published by the Hachette Book Group USA in April 2011 and updated in 2016 and 2024. The book has sold over 200,000 copies to date and is used as a textbook in both high school and college classrooms. Featured on *The Late Show with David Letterman*, *The Freshman Survival Guide* has also spent many weeks as Amazon's #1 book in both the student life and college guide categories.

### Director of Media & Communications

#### Fellowship of Reconciliation

09/2019 - 01/2024

*The nation's oldest interfaith peace and justice organization whose membership has included numerous Nobel Prize winners including Martin Luther King Jr.*

*Achievements/Tasks*

- Created the "**Christmas Truce in Ukraine**," a multimedia campaign that amassed a **coalition of over 1,200 faith leaders** in the United States representing countless believers from every major tradition who signed onto a statement calling for a Christmas Truce in Ukraine. The statement was supported by high-profile leaders including Rev. Jesse Jackson, Bishop William Barber, Rev. Jim Wallis, and Dr. Cornel West and included several video components in addition to the original text sign-on letter. The truce campaign received attention internationally and was featured in the *Washington Post*, the *New York Daily News* and "Democracy Now."
- Co-created the "**Reclaim the Name of God**" campaign designed to educate and combat the dangers of the rise of Christian nationalism in the United States.
- Conducted in-depth research to produce a strategic planning report for the American branch (FOR-USA) of this peace and justice organization founded in 1915. Upon completion of the report, FOR hired McG Media to reimagine their content, programming and branding.
- Since 2020, McG Media has produced an extraordinary amount of online programming that has won awards and garnered thousands of views and helped focus the organization's mission and outreach. It has also authored numerous statements and position papers on issues that are core to FOR's work.
- Wrote and directed an award-winning short documentary "**#Occupy@10: An Oral History**" on the 10th anniversary of the Occupy Wall Street movement and the interfaith coalitions within the movement.

### Directed Media and Content

#### King and Breaking Silence Project

01/2021 - Present

*Achievements/Tasks*

- Sponsored by the National Council of Elders, the project includes an esteemed group of veteran activists whose work and witness stretches back to the civil rights movement. Since 2021, McG Media has produced numerous multi-generational programs and workshops on issues ranging from restorative justice and decolonization to our culture of violence.

### Editor-in-Chief

#### BustedHalo.com

05/2004 - 11/2010

*Achievements/Tasks*

- Increased traffic sevenfold over the course of my six-year tenure, including a 40% increase in traffic over the final year and a 90% increase over the final two years. Our content was picked up or featured in the *New York Times*, *Los Angeles Times*, *The Atlantic*, *USA Today*, and *The Houston Chronicle* during that time.
- In the process of creating a new curriculum--along with several other Christian denominations--addressing the roots of White supremacy. Plans are to distribute it to churches and schools across the country before the 2024 election.
- Managed a large stable of contributing editors and writers spread around the globe and a staff of 8 employees and interns.



## EDUCATION

### Cum Laude, Honors in English Literature, Government minor

#### Georgetown University