

Bill McGarvey

Creative strategy, communications and marketing

As a best-selling author and award-winning editor, filmmaker and producer, Bill McGarvey is a multidisciplinary storyteller and entrepreneurial communications leader for organizations who are serious about equity, justice, social responsibility, advocacy and impact. Over the course of two decades, he has found that organizational success is grounded in a profound commitment to communications--with customers, colleagues, the wider community and in an organization's culture in general. His expertise is in linking creative vision and strategic execution across a wide-ranging business and non-profit landscape. As a team leader, he is a skilled project manager who combines deeply creative and collaborative thought partnership with the research and experience needed to create compelling media content and narratives in digital, print, video and audio formats.

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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

Director of Media, Content and Event Production

King and Breaking Silence Project/National Council of Elders

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 that have featured short documentaries as well as live and recorded video segments with leading figures on issues ranging from restorative justice and decolonization to our culture of violence.

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.



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.) that increases organizational reach and impact. 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.
- Co-founded MoneyLanguages.com, a proprietary, scientifically validated assessment tool--developed by consumer scientists at the University of Wisconsin, Madison and the University of Georgia--that enables people to understand how they think, feel and behave regarding money.
- Produced an extensive communications evaluation and recommendations report for a healthcare, education and social service network's communications team. The work involved months of interviews with team members and stakeholders across numerous organizations to produce recommendations for new content and communications strategies.
- Created a brand analysis and communications study for the nation's oldest peace and justice nonprofit. The report led to being named the director of media and communications and resulted in a significant increase in organizational 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.
- 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 magazine "America." Bill has written over 100 feature stories, columns and reviews and won numerous awards, including "Best Regular Column."
- Reimagined and rebuilt the branding, web and content strategy for 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.

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.

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