

MAGGIE FRACKENPOHL

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EXPERIENCE

Founder/Creator - Magpie Creative Consulting, OR (2024-current)

- Built and developed strategic marketing consulting company. Magpie Creative Co. specializes in comprehensive marketing strategies and business consultation services. I built Magpie on the premise that every brand has a unique story to tell. I help identify and tell that authentic story, connecting brands with their ideal audience.

Bareroot Project Manager - Sester Farms, OR (2021-2024)

- Developed a spreadsheet-based system for tracking field inventory row by row. Integrated growth history to predict ideal age of harvest. more accurate sizing projections. Reduced entry errors by 25%.
- Contributed to newly integrated software module creation and testing. Worked closely with programming team to identify key priorities and reduce database redundancies resulting in a 30% increase in workflow.

Owner/Project Manager - Tamarack Home Services, ID (2019-2021)

- Established and grew small business, managing two 12,000+ square ft properties on the Spokane River.
- Managed clear stakeholder communication for three-year new-home build and property renovation. Expedited construction schedule through contractor negotiation, meeting client's \$8.2M budget.

Design Assistant - Dwelling, WY (2017-2019)

- Managed multiple, complex and concurrent construction and remodeling projects with upwards of \$10M budgets. Worked with contractors, clients and designers to ensure project quality and timely completion.
- Developed design aesthetic and language around interior design.

Hospitality Coordinator - The Wort Hotel, WY (2017-2019)

- Developed brand guide for independently owned hotel in historic Jackson Hole. Built and rebranded all restaurant menus to be consistent, clear and compelling. Updated website & social media channels.
- Created comprehensive cross-departmental training program for 100+ staff to maintain guest standards from front desk to food service. Earned the Forbes 4-star rating 8mo after integration.

SKILLS

Adobe Illustrator, Photoshop)
Microsoft 365
Content Creation

Canva
CRM Management
Wix Management

Mailchimp Campaigns
AI Proficiency

EDUCATION

Clackamas Community College, OR

Certificate in Marketing
Estimated graduation: June 2025

Oregon State University, OR

Focus on Tourism and Graphic Design