



Bryan Lindenberger

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Overview

I bring over 15 years' communications and marketing experience in corporate, nonprofit, and education. Emphases in tying traditional and digital media into global plans and making complex material of interest to general audiences - public, investor, government.

- Develop successful marketing campaigns for programs while adhering to consistent, institution-wide branding initiatives
- Build intra-institutional collaborations with community partners, foundations, colleges of business, engineering, education, and others
- Manage and create content for web, social media, blogs, internal and external newsletters, and community partners
- Train staff and faculty in digital media best practices to increase successful cross-departmental teamwork
- Coordinate large community events from planning through implementation
- Compose over 100 press releases and 300 features with integrated web, digital, print, social media, and often event components
- Continually measure reach, analyzing outcomes over cost, and adjusting efforts accordingly
- Generate broader public interest by transforming highly technical materials into exciting stories
- Mentor diverse student staff such as persons with disabilities entering STEM fields
- Contribute research and authorship to successful science, business, and education grants both foundational and federal

Career History 2001-Present

University of West Georgia

Communications Specialist | September 2017 – Present

- Create feature stories, releases, and other collateral to expand regional footprint in print and digital with emphasis on Alumni Association and College of Science and Mathematics
- Edit and produce digital monthly alumni newsletter in iModules, quarterly in print
- Website management in OmniUpdate

E-ONE Fire Apparatus / REV Group

Communications and Marketing Coordinator | May 2016 – May 2017

- Support dealerships and brand image through strategic digital media development with tenfold increase in social media reach, 20% increase in web sessions
- Drive investment by creating targeted press releases delivered through BusinessWire, Yahoo Finance and others as well as delivery stories for online and print trade magazines
- Manage corporate store and e-store including ordering, inventory, and sales



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Western Nebraska Community College

Digital Communications Manager | March 2014 – January 2016 | 40 Hours Weekly

- Coordinate effective internal and external communications strategies across campuses
- Write nearly all press releases, photo and video content in furtherance of recruitment and retention
- Implement strategies for all web development in Drupal and all social media with eight-fold increase in social reach resulting in 30% increase in web sessions and resulting program growth

New Mexico State University

Project Director, Outreach and Grant Management | August 2008 – September 2013 | 40 Hours Weekly

- Lead recruitment and retention program as Project Director for a National Science Foundation
- Assist in researching and writing of award-winning grants, business plans, and feasibility studies
- Meet with industry leaders such as Sir Richard Branson (Virgin Galactic) and Peyton Yates (Yates Petroleum Corporation) for community outreach and assessing economic impact
- Research and report development for state legislators in furtherance of student/teacher advocacy

Communications, Marketing, Journalism

Consulting, Freelance, and Contract | January 2001 – Ongoing

- Grant research, development, and reports
- Over 300 feature publications in magazines, books, and newspapers
- Develop content including client interviews for commercial websites, blogs, and social media
- Analysis of complex quantitative and qualitative data with actionable recommendations
- Clients include Disney TV, Flying Aggies/NASA, Trauma Center Association of America, Art Schobey and Associates, Integrity Auto, Community Action Agency of Southern New Mexico and many others

Volunteerism

- March of Dimes
- Veterans and Military Relief Organization
- Leadership Scotts Bluff / Hoops for Heroes event benefiting children with cancer

Education

- B.A.S. English and Psychology – University of New Mexico | Albuquerque, New Mexico
- M.A. Professional Communications – New Mexico State University | Las Cruces, New Mexico