



## **Bryan Lindenberger**

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<https://www.linkedin.com/in/bryanlindenberger>

### **Overview**

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I bring over 15 years' experience in communications with emphasis on higher education and nonprofit.

Team and leadership efforts consistently lead to increases in enrollment, retention, digital/social footprint, expanded community partnerships, happier and more productive teams through internal communications initiatives, and funding development in public/private grants and donations.

- Leading marketing and education staff of varying disciplines as a cohesive, visionary unit
- Website and social media management and content development
- Interviews including video production, editing
- Over 300 published features and over 150 press releases with seamless digital components
- Mentoring students and staff with disabilities while working closely with faculty experts
- Development of successful marketing campaigns for individual programs while expanding global brand identity
- Surveys, focus groups, qualitative and quantitative coding and analysis
- Researching, writing, editing of successfully awarded grants
- Interviewing stakeholders and staff experts for features
- Public relations including research and writing legislatures and other advocates

### **Career History 2001-Present**

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#### **University of West Georgia**

Communications Specialist | September 2017 – Present

- Lead marketing writer for across all communications channels
- Drive engagement by expanding traditional and digital footprint
- Focus on Alumni Relations and Admissions PR and strategies

#### **E-ONE Fire Apparatus / REV Group**

Communications and Marketing Coordinator | May 2016 – May 2017

- Develop all strategic web content and social media
- Press releases and videos company, parent company, and dealerships
- Physical and e-store management



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### **Western Nebraska Community College**

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

- Development of effective internal and external communications strategies across campuses
- Writing over 100 press releases as well as digital content such as images and videos
- Social media management across channels, and website content development in Drupal

### **New Mexico State University**

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

- Leading a recruitment and retention program Project Director for a National Science Foundation
- Research, development, and writing of award-winning grants, business plans, and feasibility studies
- Meeting with industry leaders such Sir Richard Branson (Virgin Galactic) and Peyton Yates (Yates Petroleum Corporation) for planning of community outreach and economic impact
- Research and reports for state legislators

### **Communications, Marketing, Journalism**

Consulting, Freelance, and Contract | January 2001 – Ongoing

- Grant research, development, and reports
- Over 300 feature publications in magazines, books, and newspapers
- Development and writing of online content including client interviews for dozens of websites, blogs, and social media
- 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**

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

## **Education**

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- 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