



Bryan Lindenberger

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Overview

I bring over 15 years' experience in communications with emphases on higher education and nonprofit with strong positive and measurable outcomes.

- 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 and releases to expand regional footprint in print and digital, emphasis on Alumni Association and College of Science and Mathematics
- Edit and digitally produce monthly alumni newsletter in iModules
- Create marketing collateral in brand voice and language
- Website management for University Communications and Marketing department as needed

E-ONE Fire Apparatus / REV Group

Communications and Marketing Coordinator | May 2016 – May 2017

- Develop all strategic web content in WordPress and manage all social media with tenfold increase in social media reach, 20% increase in web sessions including images and video
- Create international press releases for company, parent company, and dealerships
- 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, create photo and video content
- 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, 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