



## **Bryan Lindenberger**

575-636-7411 | [bryan@bryanberg.net](mailto:bryan@bryanberg.net)

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

### **Overview**

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Seeking opportunities leading marketing and communication efforts to educate and motivate both broad and targeted audiences through traditional and digital channels

### **Career Activity**

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- Leading a staff of up to 10 in outreach
- Website content development including written, images, and video
- Integration of traditional/digital marketing
- Interviews including video production, editing
- Over 300 published features and over 100 press releases with seamless digital components
- Website and social media management
- Editing including written/verbal, images and videos
- Mentoring staff and students of diverse backgrounds including students with disabilities, and addressing accessibility issues in digital media
- Ground-level up marketing and feasibility studies
- Development of better surveys, focus groups, and coding methods
- Qualitative and quantitative coding, analysis
- Compiling data and composing reports ranging from NSF and NASA documentation to consumer-friendly “how to” collateral
- Collaboratively researching, writing, editing of successfully awarded grants
- Interviewing stakeholders and staff experts for features
- Public relations including research and writing of talking points, speeches, and reports for legislatures and other advocates

### **Work History**

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#### **Digital Communications and Marketing Coordinator**

E-ONE Fire Apparatus / REV Group | May 2016 – May 2017

- Developing and implementing a better PR strategy through creation and integration of press releases, video production from shoot through editing and digital distribution, photos, blog, website, and social media management with over 800% gain in social media reach and 30% gain in web sessions
- Video coordination, shooting, editing, and photography
- Management of retail shop used primarily by our clients, serving as a first point of contact for story development

#### **Digital Communications and Marketing Specialist**

Western Nebraska Community College | March 2014 – January 2016

- Leadership in development of stronger messaging, brand awareness, and more effective internal and external communications strategies across campuses
- Developing better-targeted community awareness with stronger calls to action through integrated digital and traditional marketing efforts, increasing web sessions by over 40% in one year
- 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



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### **Project Director, Communications Specialist**

New Mexico State University | August 2008 – September 2013

- Leading the planning and execution of events with up to 10 staff and contractors and as many as 60 students as Project Director for a National Science Foundation
- Mentoring students with disabilities with the purpose of preparation in work readiness in both technical and soft skills for stronger retention
- Research, development, and writing of award-winning grants with experts in science, education, and workforce development with multiple grants awarded
- Research and development of business plans and marketing & feasibility studies including survey development, quantitative and qualitative data coding, and presentation of reports for multiple clients including major nonprofits, government, and small businesses
- Meeting with industry leaders such Sir Richard Branson (Virgin Galactic) and Peyton Yates (Yates Petroleum Corporation) for planning of community outreach and economic impact
- Composition of talking points and reports for state senators supporting or presenting legislation with impact on state education
- Pulling together cohesive teams that included regular and student staff, IT, vendors, faculty, administration, community partners, parents, school administrators, bus drivers, and others for successful educational outreach and program expansion

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

Consulting, Freelance, and Contract | Ongoing

- Grant research and final report for a community action agency, including survey and focus group development, resulting in a large award from the Kellogg Foundation with little investment
- Over 300 feature publications in magazines and newspapers ranging from fiction and essays for consumer magazines to weekly real estate and monthly business columns
- Qualitative and quantitative data analysis of surveys to better serve major corporate clients in their marketing efforts
- Development and writing of online content including client interviews for dozens of websites, blogs, and social media
- Technical editing of complex materials, including a Test Equipment Data Package for NASA, and creation of “general audience” materials from this information for financing and community buy-in
- Clients include ABC/Disney, Flying Aggies (technical writing and development for NASA), Western Nebraska Community College, Trauma Center Association of America (business planning), Art Schobey and Associates, and many others



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### **Working With...**

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- Faculty and deans across disciplines
- Engineers and other knowledge experts
- Diverse populations including persons with disabilities
- Local and regional media outlets
- Teams that included IT, engineers, various colleges, and graphic design/video staff
- Vendors, volunteers, and contractors for events
- Advocacy group representatives and other partners and stakeholders
- Industry leaders including sessions with Richard Branson and Peyton Yates

### **Technologies Used**

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- Multiple content management systems for web development including Drupal, WordPress, and Mango
- Adobe Suite including Photoshop, Premiere Pro, Dreamweaver, Acrobat, and related software tools
- Photo and video hardware
- Constant Contact, Basecamp, and similar information distribution and management systems
- Microsoft Office including Word and Excel

### **Interests**

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- Reading, particularly ancient history
- Hiking, biking, exploring historic sites, and any time outdoors
- Fiction writing, photography, and visiting historic sites

### **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