

# Resume of Bryan Lindenberger

Interlachen, Florida \* 575-636-7411 \* bryan@bryanberg.net  
<https://www.linkedin.com/in/bryanlindenberger>

## Career Profile: Digital Communications

---

Over 15 years of successful communication strategy and content creation. Cost-effective integration of digital messaging channels, external media relations, and project management for education, corporate, and nonprofit.

- Develop communication campaigns with emphasis on web development, social media management, and external media
- Write and publish over 100 press releases and 300 feature stories for both external media and inbound marketing
- Collaboratively lead teams including management of 8 expert staff
- Manage social media campaigns across platforms
- Content management system (CMS) use including Drupal, WordPress, OmniUpdate, Mango, iModules and others with html, CSS, and basic Java use, and expert SEO
- Contribute research and authorship to funded science and education grants
- Coordinate community events from planning through implementation
- Microsoft Office Suite, Adobe Creative Suite, Asana, and other software

## Career History 2001 – Present

---

### University of West Georgia

Managing Editor, Communications Specialist

September 2017 – Present

- Enhance public perception of university by writing feature stories for web, newspapers, social media, external digital media partners, and paid campaigns
- Expand community and alumni donor reach by editing, building, and contributing to publications including automated digital newsletter, quarterly print newsletter, and other development materials
- Create web content with strong attention to SEO and accessibility

### E-ONE Fire Apparatus, Inc.

Digital Communications and Marketing Coordinator

May 2016 – May 2017

- Expand brand awareness of international and domestic dealerships through strategic through website management, social media management, and content development
- Increase social media exposure tenfold within three months with 23-25% gain in web sessions through expansion of content marketing
- Manage corporate store and e-store including ordering, inventory, and sales

## **Western Nebraska Community College**

Digital Communications Manager

March 2014 – January 2016

- Generate large gains in digital exposure through an engaging, communications approach while reducing associated advertising costs by approximately 90%
- Increase enrollment by means of targeted, on-brand campaign development including web and social media communications strategy, media invitations, and vendor selection and contract negotiation

## **New Mexico State University**

Project Director and Digital Development

August 2008 – September 2013

- Expand National Science Foundation program from one campus to multiple, cross-state campuses through digital communications management including web, social media, and press releases in tandem with traditional means such as development of donors, community partners, and events
- Generate revenue while promoting causes through grant research and writing, reports for state legislators, feasibility studies, and developing public and events
- Plan with industry leaders such Sir Richard Branson (Virgin Galactic) and Peyton Yates (Yates Petroleum Corporation) for community outreach and economic impact assessment

## **BryanBerg, DBA**

Contract Writer and Consultant

January 2001 – September 2013

- Generate new funding streams and partnerships through grant writing and reports including analysis of complex qualitative and quantitative data
- Increase exposure for clients, ranging from digital marketing and communications development to newspaper articles
- 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

## **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