



## OVERVIEW

Over 15 years of successful project management in outreach and internal communications

- Develop successful outreach campaigns working with writers, designers, subject experts, external media and partners
- Expand programs through collaboration with colleges, high schools, subject experts and donors
- Manage teams of up to 10 expert staff, interns and contractors
- Coordinate community events from planning through implementation including development of donations
- Continually measure analyze outcomes over cost, adjusting resources accordingly
- Generate broader public interest by transforming highly technical materials into motivational stories including over 100 press releases and 300 features as well as media invitations
- Mentor diverse student and staff such as persons with disabilities entering STEM fields
- Contribute research and authorship to successful science and education grants

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## CAREER HISTORY 2001-PRESENT

**University of West Georgia Communications Specialist | September 2017 – Present**

- Strengthen relations with colleges and departments in development of stories used for web, newspapers, newsletters, donor relations, and radio, digital, and print campaigns
- Expand community and donor reach through monthly publications in roles of contributing editor, contributing author, and technical production
- Manage technical digital production and distribution

**E-ONE Fire Apparatus / REV Group Communications and Marketing Coordinator | May 2016 – May 2017**

- Support of domestic and international dealerships through strategic digital media management, trade magazine placements, and content creation
- Drive investment by working with engineers in creating targeted press releases delivered through BusinessWire, Yahoo Finance and others
- Manage corporate store and e-store including ordering, inventory, and sales

**Western Nebraska Community College Digital Communications Manager | March 2014 – January 2016**

- Develop and implement effective internal communications strategies through based on qualitative and quantitative data analysis
- Increase enrollment by means of cost-effective outreach communications strategy, external media engagement, and vendor selection and contract negotiation



# BRYAN LINDENBERGER

## CAREER HISTORY 2001-PRESENT CONTINUED

### **New Mexico State University Project Director, Outreach and Grant Management | August 2008 – September 2013**

- As project director, assist program director in expanding National Science Foundation program from one campus to multiple college and high school campuses

- Funding stream development through grant research and writing, reports for state legislators, feasibility studies, and events

- Meet with industry leaders such as Sir Richard Branson (Virgin Galactic) and Peyton Yates (Yates Petroleum Corporation) for community outreach economic impact assessment

### **Communications, Marketing, Journalism Consulting, Freelance, and Contract | January 2001 – Ongoing**

- Grant development and reports including analysis of complex qualitative and quantitative data

- Develop greater exposure for clients, ranging from digital 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

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## **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



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