

Resume of Bryan Lindenberger

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Overview of Skills in Communications

Strengthening communications by cost-effective means through integration of digital messaging channels and external media relations with particular interest in science, engineering, education, and nonprofit.

- Communications campaign development and implementation with emphasis on cost-effective digital, social, and external media
- Writing including over 100 press releases and 300 feature stories published externally
- Strong, collaborative, strengths-driven team leadership including direct management of 8 expert staff and contractors
- Content management system use including Drupal, WordPress, OmniUpdate, Mango, iModules and others with html, CSS, and basic Java use
- Contribute research and authorship to funded science and education grants
- Coordinate community events from planning through implementation

Career History 2001 – Present

University of West Georgia

Communications Specialist

September 2017 – Present

- Enhance public perception and exposure of university by working with colleges to write compelling features and press releases used for web, newspapers, newsletters, and paid multimedia campaigns
- Expand community and donor reach by managing monthly publications distributed as automated digital newsletter and quarterly in print as editor, contributing writer, and technical developer
- Increase media pickups for my college by writing about complex, scientific topics in a manner not only understandable to wide audiences, but of interest to them

E-ONE Fire Apparatus, Inc.

Digital Communications and Marketing Coordinator

May 2016 – May 2017

- Expand brand awareness in support of international and domestic dealerships through strategic, low-cost digital and social media campaign management, media contact development, and writing stories for trade magazine and international news outlets including BusinessWire and Yahoo News
- Increase social media exposure tenfold within three months resulting in 23-25% gain in web sessions
- 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

August 2008 – September 2013

- Expand National Science Foundation program partnerships from one campus to multiple, cross-state, regional college and high school campuses
- 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 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