

Bryan Lindenberger

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Results-Driven Content Writer, Digital Manager - M.A., Communications

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

- Build and strengthen communication campaigns with emphasis on content development, social media, web management, SEO, SEM, and media relations
- 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
- Impactful social media development with reach and engagement gains of 800% for two institutions
- Content management system (CMS) expertise including Drupal, WordPress, OmniUpdate, Mango, iModules and others with knowledge of html, CSS, and basic Java
- Develop funding through research and authorship of funded grants
- Microsoft Office Suite, Adobe Creative Suite, Asana, and other software
- Strict adherence to Section 508 accessibility standards in both web and social media
- Digital photography and video, editing in Photoshop and Premiere Pro

Career Experience 2001 – Present

University of West Georgia

Content Manager, 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 alumni development materials with 30% gain in digital engagement
- Create engaging web content with strong attention to SEO, SEM and accessibility
- Track data for news website, digital magazine (iModules), and social media

E-ONE Fire Apparatus, Inc.

Digital Communications and Marketing Coordinator

May 2016 – May 2017

- Expand brand awareness of international and domestic dealerships through strategic website management, social media management, and content development

- Increase social media exposure 800% 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

- Produce large gains in digital exposure through an engaging, communications approach while reducing associated advertising costs by approximately 90%
- Grow enrollment by means of targeted, on-brand campaign development including web and social media communications resulting in 50% enrollment gain in key programs

New Mexico State University

Project Director and Digital Development

August 2008 – September 2013

- Enlarge 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

- Cultivate new funding streams and partnerships for business and nonprofit 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