# Bryan Lindenberger

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## Content Writer, Digital Manager - M.A., Communications

1. 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.

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| * 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 all digital 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 – October 2019

* 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 with 30% gain in 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