

Bryan Lindenberger

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Marketing Project Manager, Content Strategist - 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.

Skills

- Build communication campaigns with share-worthy content utilizing social media, web management, SEO, SEM, and partner and media relations
- Research and compose over 100 press releases and 300 feature stories for both external media and inbound marketing
- Develop social media tied to brand initiatives with gains of over 800% for two institutions
- Collaboratively lead teams including management of 8 expert staff
- Data analysis and listening through tools such as Google Analytics and Meltwater
- 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, Google Suite, Constant Contact, 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

Digital Marketing and Communications Contractor

BryanBerg.net

January 2001 – Current

- Duties and projects include
 - Feature writing over 300 articles for magazines and newspapers
 - Interviewing for and writing weekly newspaper column
 - Editing of scientific materials including NASA test development package
 - Writing and managing website content with CMS
 - Photography and photo editing for published stories and web/social media
 - Editing of technical materials such as grants
 - Qualitative and quantitative analysis of data for corporate marketing and communications
- Clients include Ethos Health Group, Disney Television, Hypothesis Group, Flying Aggies/NASA, Trauma Center Association of America, New Mexico Museum of Space History, Art Schobey and Associates, Integrity Auto, Matthew Elgersma Consulting, The Community Action Agency of Southern New Mexico, Real Estate Weekly, Mesilla Valley Business Journal, and many others

Content Manager, Communications Specialist

University of West Georgia

September 2017 – November 2019

- Enhance public perception of university by writing feature stories for web, newspapers, social media, external digital media partners, and paid campaigns with emphasis on science and underrepresented populations
- 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

Digital Communications Marketing Coordinator

E-ONE Fire Apparatus

May 2016 – May 2017

- Expand brand awareness of international and domestic dealerships through strategic website management, social media management, and content development including international press releases and video shooting and editing
- 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

Digital Communications Manager

Western Nebraska Community College

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

Project Director and Digital Development

New Mexico State University

August 2008 – September 2013

- Enlarge National Science Foundation program for underrepresented populations 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 donor development, community partnerships, 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

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