

Bryan Lindenberger

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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 shareable content utilizing social media, web management, SEO, SEM, 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

Marketing Manager

Ethos Health Group

January 2020 – Current

- Lead marketing efforts for growing healthcare provider with 15 clinics in two states in support of the CEO's growth and reputation initiatives
- Develop content for marketing and internal communications including but not limited to website, email campaigns, webinar, brochures and other print materials, newspaper advertisements and press releases
- Coordinate in the above efforts with CEO, staff directors, healthcare providers, call center, and other staff

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
- 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

Contract Writer and Consultant

BryanBerg.net

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