



BR

BRADLEY ROBERTS

CONTENT STRATEGIST/CONTENT MARKETER/JOURNALIST
BRADROBERTSAU.JOURNOPORTFOLIO.COM

OBJECTIVE

I want a job where I can use my skills as a writer, editor, social media and content strategist and photographer.

SKILLS

I'm a storyteller first and foremost. I love talking to people, researching, and producing quality content that helps tell the story of our brand, what we do, why we do it and why it's important to you. I'm proficient in AP style, Adobe InDesign/ Lightroom/Photoshop. I've won awards in journalism for layout and design, headlines, columns and public service.

CONTACT

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EXPERIENCE

CONTENT STRATEGIST • SYRUP MARKETING ATLANTA • DECEMBER 2021 - FEBRUARY 2023

During my tenure with Syrup Marketing, I helped develop and implement social media and content strategies for 9 different B2B clients ranging from multi-million dollar SaaS businesses to recruiting firms and HCM companies. I also worked with teams to create valuable content pieces for websites and landing pages, content for paid ads, cold email scripts, broadcast emails and I ghost wrote for my clients' personal and branded LinkedIn and social media channels.

SOCIAL MEDIA AND CONTENT MANAGER • UNITED WAY OF GREATER ATLANTA • JULY 2020 - JULY 2021

I wrote and produced content for our blog that was shared to our flagship social media channels. I worked along with the Sr. Social Media Manager and Marketing team to develop stories and content used to promote campaigns and initiatives that raised money and awareness for issues impacting children, families and communities across Greater Atlanta.

CONTENT MANAGER, SALESFORCE.ORG PHILANTHROPY CLOUD • UNITED WAY OF GREATER ATLANTA • OCTOBER 2018 – JULY 2020

I worked with a team to produce customized content and stories for United Way partner organizations and corporate donors. I managed relationships with communications/PR leads at several large corporations across Atlanta to produce content that would encourage giving to yearly campaigns and volunteer engagement. I developed content strategies in alignment with each company's Corporate Social Responsibility.

MANAGING EDITOR • TIMES-JOURNAL, FORT PAYNE, ALABAMA • FEBRUARY 2017-OCTOBER 2018

As managing editor of the Times-Journal, I oversaw a full-time staff of two writers, an art director and sports editor. I was responsible for assigning stories and maintaining a daily budget, editing, pagination, reporting and writing for the Times-Journal, a three-day-a-week publication in DeKalb County, Alabama. While at the T-J, I also took on the role as editor of DeKalb Living, a monthly lifestyle magazine.

NEWS EDITOR • TIMES-JOURNAL, FORT PAYNE, ALABAMA • JUNE 2016-FEBRUARY 2017

As news editor, I covered courts and crime, city councils, school boards, elections, sports and page layout, copyediting and design. I also shot a



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majority of the photo packages for my own stories and assisted the managing editor in assigning and generating story ideas for other staff.

SPORTS EDITOR • TIMES-JOURNAL, FORT PAYNE, ALABAMA • DECEMBER 2015-JUNE 2016

As sports editor, I managed the sports desk at the Times-Journal and handled all things sports-related for DeKalb County's nine schools.

STAFF WRITER • THE SAND MOUNTAIN REPORTER, ALBERTVILLE, ALABAMA • JULY 2014-DECEMBER 2015

I covered two different city beats in Marshall County, Alabama. I covered breaking news, wrote magazine features and investigative reports regarding city government and local industry.

EDUCATION

BACHELOR OF ARTS • MAY 2013 • AUBURN UNIVERSITY

I graduated cum laude in spring 2013 with a B.A. in journalism.

VOLUNTEER EXPERIENCE OR LEADERSHIP

- Graduate of Leadership DeKalb in DeKalb County, Alabama
- I've participated in many volunteer events for United Way of Greater Atlanta and have been a volunteer lead



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REFERENCES

**PAUL JENNINGS • CUSTOMER EXPERIENCE CONTENT MANAGER,
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