

Mickey Brown

Waldwick, NJ · 617-699-3473 · [Email](#) · [LinkedIn](#) · [Portfolio](#)

Editorial Strategy | Content Operations | Brand Storytelling | Audience Growth

Editorial leader and strategist with 15+ years of experience building and scaling content programs for top brands. Expert at crafting editorial roadmaps, growing organic search visibility, and creating high-performing content that drives business goals. Skilled at managing editorial teams, optimizing workflows with AI, and applying data-driven insights to increase reach, engagement, and revenue.

Milestones & Qualifications

- **Editorial Leadership:** Directed on-brand editorial strategies at 1-800-Flowers.com, NBCUniversal, and BAMTech Media, managing cross-functional teams to deliver content that boosted traffic and drove revenue.
- **SEO-driven Content:** Built content programs that consistently improved organic rankings and traffic, incorporating advanced keyword research, competitive analysis, and optimization best practices.
- **Scalable Operations:** Designed efficient content pipelines leveraging AI tools, cutting production time while maintaining editorial quality.
- **Thought Leadership Content:** Produced high-value content for both B2B and B2C audiences, supporting brand authority and long-term growth.

CORE COMPETENCIES

Editorial Strategy
Content Operations
SEO/Content Optimization
Audience Research
AI Integration
Team Leadership
Project Management
Web Analytics
Brand Storytelling
Cross-functional Collaboration

Professional History

1-800-FLOWERS.COM, New York, NY · 05/2021 – 04/2025

Senior Editor (05/2022 – 04/2025)

Digital Content Editor (05/2021 – 05/2022)

- Owned editorial strategy for flagship brand blogs (1-800-Flowers.com, Cheryl's Cookies) and Personalization Mall content, **doubling organic traffic** and engagement across diverse customer segments.
- Delivered a **225% increase in page views** and **5X revenue growth attributed to content** through integrated SEO and content initiatives.
- Matured and integrated content operations by embedding keyword research and SEO focus into publishing processes.
- Aligned content strategy with company-wide goals through collaboration with PR, social, SEO, design, and email teams.
- Implemented **AI-powered workflows** to scale content creation and repurposing, achieving a **30% boost in efficiency** while maintaining editorial standards.

NBCUNIVERSAL, New York, NY · 06/2019 – 01/2021

Associate Editor, NBC News Brand Studio (01/2020 – 01/2021)

Digital Managing Editor, Content Commerce (06/2019 – 12/2019)

- Directed branded content programs for the NBC News Brand Studio, creating editorial campaigns that drove a **22% YoY increase in marketing qualified leads**.
- Project-managed key milestones for EY's "Business Interrupted," named the **No. 1 branded content partnership of 2020**.
- Set forth editorial vision and content strategy for Shop with Golf, including launching a lifestyle-themed vertical.

HAYMARKET MEDIA, New York, NY · 10/2018 – 06/2019

Digital Editor, Content Hub

- Spearheaded digital content strategy across PRWeek, MM+M, and other brands, boosting engagement through expanded offerings across platforms.
- Developed and launched **The MM&M Podcast**, reaching thousands of downloads per episode in a niche B2B market.

BAMTECH MEDIA (now DISNEY STREAMING)/MLB ADVANCED MEDIA, NEW YORK, NY · 08/2011 – 06/2018

Managing Editor, icenetwork.com (01/2016 – 06/2018)

Senior Editorial Producer, Partner Solutions (08/2011 – 12/2015)

- Oversaw budgeting, staff, and content operations for icenetwork.com, driving content strategy, **doubling size of editorial staff**, and managing and contributing to Olympics coverage.
- Grew social media community to **40K+ engaged followers** through personality-driven posting.
- Created **Ice Talk podcast**, featuring guests ranging from Olympic gold medalists to Pulitzer Prize-nominated journalists.

U.S. FIGURE SKATING, COLORADO SPRINGS, CO · 08/2005 – 07/2011

Interactive Media Manager (08/2007 – 07/2011)

Web & Publications Coordinator (08/2005 – 07/2007)

- Spearheaded numerous digital-first initiatives, championing shift in focus to web and collaborating with marketing and PR teams on optimizing content workflows.
- Prioritized blogging and original content creation as key components of SEO, devising and implementing content calendar, as well as KPIs, to track performance.
- Established positioning and strategy for newly launched social media communities to promote authenticity and engagement.

Early Career

NORTHEASTERN UNIVERSITY, Boston, MA · 2003–2005

Assistant Director, Sports Information

BOSTON COLLEGE, Chestnut Hill, MA · 2002–2003

Media Relations Assistant

MIAMI UNIVERSITY, Oxford, OH · 2001–2002

Athletic Media Relations Intern

Education

LEHIGH UNIVERSITY, Bethlehem, PA · 1997–2001

Bachelor of Arts in Journalism, Minor in Communications; Phi Beta Kappa

Tools & Platforms

Project management (Airtable, Monday.com, Basecamp, Jira, Trello) · **SEO** (SEMRush, BrightEdge, Yoast, Google Search Console) ·

Content management (WordPress, Contentstack) · **Productivity** (Google Workspace, Adobe Creative Cloud, Microsoft Office) ·

AI (ChatGPT, Copilot, Perplexity) · **Analytics** (Google Analytics, Adobe Analytics)