

Mickey Brown

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Content Marketing & Strategy | Brand Storytelling | Digital Content Creation

Content marketer and strategist who distills complex topics into compelling storylines that drive views, engagement, and conversions. Valued for ability to craft content and integrated tactics enabling brands to build authentic connections and communities. Experience overseeing content teams, leveraging AI integration to maximize quality and efficiency of output, and applying analytical skills to create innovative digital platforms and immersive content experiences.

Milestones & Qualifications

Digital Asset Delivery: Pioneered design and delivery of original video, site features and other assets at 1-800-Flowers.com, NBCUniversal, MLB.com, and Haymarket Media.

Audience Engagement: Built and scaled content teams – both B2B and B2C – to create, manage, and optimize best-in-class content experiences that reach over 20K users daily.

Content Strategy: Envisioned multi-platform content, including article series, videos, and podcasts, that played a pivotal role in meeting revenue goals and strategic objectives.

Team Leadership: Built engaged and accountable teams of freelance and in-house resources to seamlessly execute on-time, on-brand content in ambiguous environments.

SPAN OF EXPERTISE

Content Strategy
Integrated Marketing
AI Integration & Automation
Social/Digital KPIs & Analytics
SEO/Content Optimization
Project Management
Budgeting & Cost Control
Team Leadership

Technical Profile: Content Management Systems (WordPress, Contentstack), AI tools (ChatGPT, Copilot, Perplexity), Adobe Creative Cloud, Microsoft Office, Google Workspace, BrightEdge, SEMRush, Jira, Google Analytics, Google Search Console, Contently, Canva, Airtable, Basecamp, Trello, Slack, Monday.com, Infogram, Zeta (email marketing), HTML

Professional History

1-800-FLOWERS.COM, INC., NEW YORK, NY • 05/2021 – 04/2025

Content Marketing Manager (05/2021 – 05/2022) | **Senior Content Marketing Manager** (05/2022 – 04/2025)

Managed overhaul of content for Cheryl's Cookies blog; later, evolved scope within role to take ownership of the 1-800-Flowers.com blog and Personalization Mall content. Led strategy for content experiences to foster audience engagement across different customer segments for multiple brands within the 1-800-Flowers.com portfolio. Managed team of freelancers to continually generate a high volume of premium content despite significant budget restrictions.

- **Content Creation & Optimization:** Matured and integrated content operations, collaborating with key stakeholders internally to embed research and ROI focus into the culture, from original pieces to repurposed assets.
- **Resource Optimization:** Took leadership role in scheduling and managing freelance resources, balancing asset availability with business needs through exceptional time management and strategic AI integration.
- **Content Strategy:** Strengthened collaboration between content and other marketing colleagues, collapsing silos across social, digital, and other teams to drive a 75% increase in page views and 35% boost in revenue attributed to content.
- **Platform Migration:** Played critical role in enterprise CMS migration from WordPress to Contentstack. Oversaw ongoing tasks to ensure seamless customer experience, including installation of page redirects across all 15 brands.
- **Budget & Resource Management:** Maximized ROI despite budget and resource cuts, strategically leveraging AI to create an efficient content operation. Championed adoption of human-centered AI to streamline content creation and curation, resulting in a 30% increase in efficiency while maintaining quality standards.
- **Team Collaboration:** Aligned content strategy with broader marketing goals by establishing stronger partnerships and clear accountability toward reaching shared objectives among social, email, and SEO teams.

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

Digital Managing Editor, Content Commerce (06/2019 – 12/2019) | **Assoc. Editor, NBC News Brand Studio** (02/2020 – 01/2021)

Joined editorial team in News Brand Studio with a key role in shepherding branded content programs from inception to completion. In prior role, managed digital operations, content creation, and asset delivery for Shop with Golf, a first-of-its-kind venture merging ecommerce and golf lifestyle content. Delivered multiple projects on time and on brand in both roles.

Strategic Assets: Project-managed key milestones for 2020's #1 branded content partnership, EY's *Business Interrupted*.

- **Revenue Focus:** Drove content strategy that fueled a 22% YoY lift in marketing qualified leads. Partnered with brand, merchandising, marketing, and sales stakeholders to create a continual pipeline of rich, on-brand, and engaging content.
- **Content Strategy:** For Shop with Golf, set forth editorial vision and content strategy, and managed a team of freelancers.
- **Concept Ideation:** Conceptualized, launched, and managed go-to-market planning for The Fringe, a lifestyle- and news-focused section of ShopwithGolf.com.

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

Digital Editor, Content Hub

Joined a team of content producers in group servicing media properties in Haymarket's international portfolio, including *PRWeek*, *MM&M*, Haymarket Business Media's Custom Group, and other trade publications. Managed content development and dissemination across websites, podcasts, and other digital assets.

- **Content Evolution:** Evangelized broader video adoption, credited with boosting conversion rates and successfully gained buy-in for transition of budget and resources from traditional products to digitally integrated.
- **Digital Content:** Partnered with marketing and custom content groups to leverage existing content across channels and repurpose digital content in a lean environment. Created original content for MM&M's Agency 100 issue.
- **Podcast Launch:** Independently directed strategy, concept, launch, and production of *The MM&M Podcast*, which garnered hundreds of downloads per episode in niche category.

MLB ADVANCED MEDIA/BAMTECH MEDIA, NEW YORK, NY • 08/2011 – 06/2018

Senior Producer, Partner Solutions (08/2011 – 08/2016) | **Managing Producer** (08/2016 – 06/2018)

Advanced to oversee budgeting, staff, and content operations for icenetwork.com, an industry-leading figure skating website that streamed 25-plus events per season and annually delivered hundreds of hours of VOD content. Drove content strategy, doubled size of editorial staff, collaborated on brand refresh and website overhaul, and managed and contributed to Olympics coverage.

- **Community Building:** Re-envisioned social media strategy, carefully crafting Twitter profile to foster community and growing it to more than 40,000 followers — with increased levels of engagement.
- **Digital Product Development:** Project-managed digital subscription product creation and deployment, gaining buy-in from various stakeholders on business model, pricing, and delivery strategy.
- **Multichannel Content Strategy:** Pioneered *Ice Talk* podcast, which consistently attracted top-tier talent and influencers, with guests ranging from Johnny Weir to Nancy Kerrigan and Andrea Joyce to Christine Brennan.

Early Career

U.S. FIGURE SKATING, Colorado Springs, CO • **Web & Publications Coordinator/Interactive Media Manager** (2005–11)

NORTHEASTERN UNIVERSITY, Boston, MA • **Assistant Director, Sports Information** (2003–05)

BOSTON COLLEGE, Chestnut Hill, MA • **Media Relations Assistant** (2002–03)

MIAMI UNIVERSITY, Oxford, OH • **Athletic Media Relations Intern** (2001–02)

Education

LEHIGH UNIVERSITY, Bethlehem, PA – **Bachelor of Arts in Journalism, Minor in Communications; Phi Beta Kappa**