

Mickey Brown

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Editorial Operations | Content Strategy | Audience Growth | Brand Storytelling

Editorial leader and strategist with 15+ years of experience building and scaling content programs for top consumer, lifestyle, and media 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 MLB Advanced 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.
- **Brand-driven Storytelling:** Crafted multi-platform content that strengthened brand voice, amplified reach, and contributed directly to business objectives.

CORE COMPETENCIES

Editorial Strategy
Content Operations
SEO/Content Optimization
Audience Research
AI/Automation Integration
Team Leadership
Project Management
Web & Content 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)

- Owned editorial strategy across the brand blogs for 1-800-Flowers.com and Personalization Mall, **leading a team of 20+ freelancers in producing 150+ new and repurposed content pieces annually.**
- **Delivered a 225% increase in page views and a 5x boost in content-attributed revenue** by implementing integrated SEO/content initiatives.
- Designed and deployed AI-powered workflows to scale output and **improve efficiency by 30%** while preserving editorial quality.
- Aligned editorial strategy with company-wide goals by partnering cross-functionally with PR, social, GTM, creative, and email teams to ensure consistency and commercial impact.
- Matured and integrated content operations by embedding keyword research and SEO focus into the publishing process.

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

- Led content strategy for Cheryl's Cookies, reviving and revitalizing the brand blog to become a thriving hub for fresh, original content.
- Hired content creators, integrated SEO tactics, and tapped internal SMEs and baking influencers to produce multi-platform content, resulting in **1,500% traffic growth in a year's time.**
- Partnered with internal teams to align content with business goals and tentpole events, such as the Celebrations Book Club, producing editorial pieces around **virtual events with New York Times bestselling authors.**

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

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

- Directed multi-million-dollar branded content campaigns for clients including EY, McKinsey, Rocket Mortgage, and Salvation Army, achieving a **22% year-over-year increase in marketing-qualified leads**.
- Project-managed EY's "Business Interrupted" campaign, recognized as the **No. 1 branded content partnership of 2020**.

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

- Established editorial strategy for first-of-its-kind, NBC-backed content/commerce platform Shop with Golf.
- Managed and grew a team of 6-8 freelance writers in producing 10+ pieces of content weekly.
- Ideated, strategized, and launched a news-focused vertical and authored a weekly fashion-themed column.

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

Digital Editor, Content Hub

- Spearheaded digital content strategy across PRWeek, MM+M, and affiliated titles that **engaged an audience of 300k+ B2B subscribers**.
- Expanded multi-platform offerings, including **developing, launching, and producing The MM&M Podcast** (1k+ downloads per episode) and **creating a pioneering five-part video series** supporting the launch of PRWeek's Annual Business Report.

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

Managing Producer (01/2016 – 06/2018)

Senior Editorial Producer (08/2011 – 12/2015)

- Oversaw editorial strategy, content operations, budgeting, and staff and for icenetwork.com, the preeminent figure skating news website of its time.
- **Doubled the size of the editorial staff, grew Twitter following by 400%**, and managed and contributed to on-site coverage of two Olympic Winter Games.
- Created the Ice Talk podcast, featuring guests ranging from Olympic gold medalists to Pulitzer Prize-nominated journalists to fashion influencers.

Education

LEHIGH UNIVERSITY, Bethlehem, PA – **Bachelor of Arts in Journalism, Minor in Communications**

Honors: Phi Beta Kappa, College Scholar Program, Williams Writing Prize

Tools & Platforms

CONTENT MANAGEMENT: WordPress, Contentstack

PRODUCTIVITY: Google Workspace, Adobe Creative Cloud, Microsoft Office

ANALYTICS: Google Analytics, Adobe Analytics, Looker Studio

AI: ChatGPT, Copilot, Perplexity

PROJECT MANAGEMENT: Airtable, Monday.com, Basecamp, Jira, Trello

SEO: SEMRush, BrightEdge, Yoast, Google Search Console