

# 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