



021.151.9879

briancollins039@gmail.com

Hello, I'm Brian

I have over five years experience as a digital content producer and strategist. Over that time, I've held a variety of marketing and content creation roles, from podcast host to team strategy lead. And I've worked for both in-house teams and marketing agencies. So, my experience creating and promoting digital content is broad — benefiting any size ad campaign or PR need. Currently, I work as a freelance content producer, writing blog articles, creating graphics, and editing videos for clients.

I provide fast turnarounds times and can gain a working knowledge of most topics quickly. I can optimize copy based on keyword research and work from briefs to deliver on-brand voice. Thorough research is standard practice, and I only cite from reputable sources. I'm fastidious about grammar and spelling. To get clear, concise copy, I use writing apps like Hemingway to remove passive voice and run-on sentences.

Although I specialize in 800 to 1000 word articles, I've written a good number of long-form pieces such as "Resources for Veteran-Owned Businesses" and a "Sleep Guide for Anxiety". Here is an example introduction from the latter:

"Anxiety comes in many forms, from the general worry that comes from everyday life to the intense fear caused by major psychiatric disorders. As debilitating as anxiety can be to our mental and physical health, it's also corrosive to our quality of sleep—whether you're a college student pulling an all-nighter or a veteran jolted awake from a nightmare caused by PTSD."

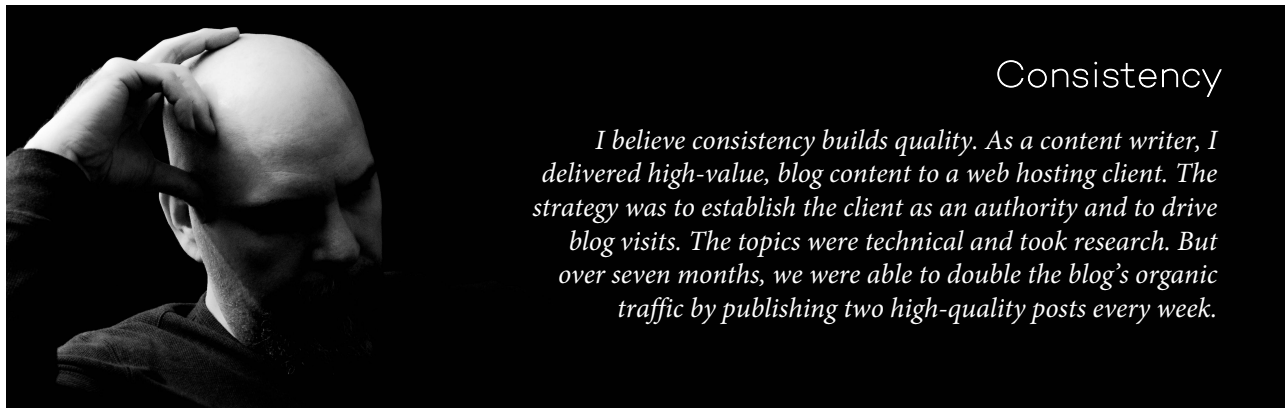
WORK EXPERIENCE

CONTENT PRODUCER

9/2017 — 11/2018

Content Harmony is a small digital marketing agency specializing in strategy and content.

What I did: Produced high quality blog copy that targeted client personas. Worked from creative briefs to incorporate keyword research and match brand voice and tone. Coordinated with strategy team to brainstorm content ideas that would drive client's organic search goals and outreach plans.



Consistency

I believe consistency builds quality. As a content writer, I delivered high-value, blog content to a web hosting client. The strategy was to establish the client as an authority and to drive blog visits. The topics were technical and took research. But over seven months, we were able to double the blog's organic traffic by publishing two high-quality posts every week.

VIDEO CONTENT MARKETING SPECIALIST

4/2016 — 6/2017

BigWing is a digital marketing agency specializing in SEO, paid search, social media, content marketing, and web design.

What I did: Managed a team to produce the social media and blog content for a large precious metals client. I also produced client videos for social media campaigns and websites. These duties included writing scripts, doing interviews, managing A/V equip, editing videos, uploading, and optimizing for search.

CONTENT MARKETING SPECIALIST

4/2016 — 11/2016

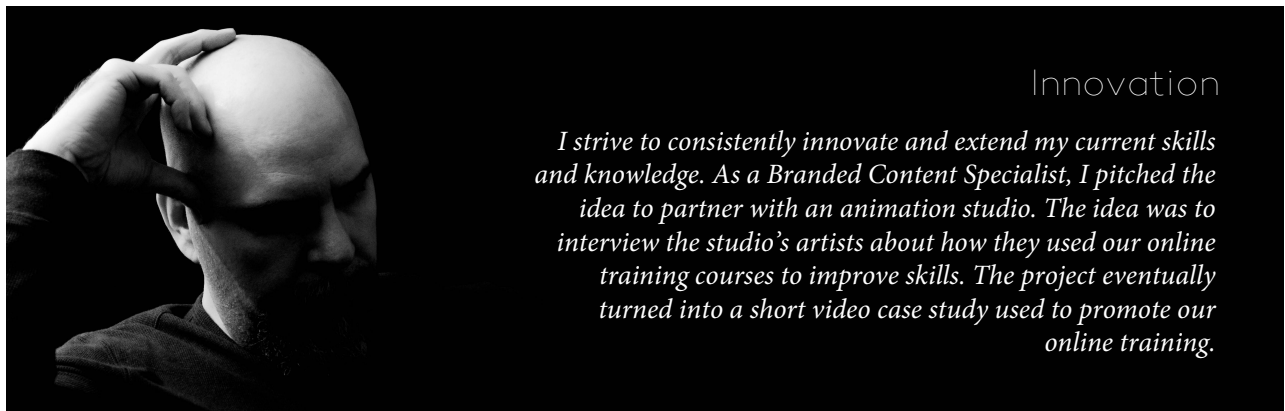
What I did: I managed a four-person team to execute the blog and social strategy for my company's largest client. I produced a daily blog post on precious metals market news. I also managed the strategy, content creation, and outreach for three other clients.

BRANDED CONTENT SPECIALIST

4/2015 — 1/2016

Pluralsight is a global leader in online tech training for IT, developers, and creatives.

What I did: Created branded marketing copy and featured images for the company's education and government markets. I also created and co-produced a weekly podcast that focused on creative software, artist interviews, and industry trends.



CONTENT MARKETING SPECIALIST

5/2014 — 4/2015

Digital Tutors (AKA Pluralsight) was an online training company that specialized in creative digital software for VFX, 3D, and CAD.

What I did: Created daily news articles focusing on the VFX, 3D, and CAD markets. I was tasked with creating and managing a calendar of consistent news that covered each of our verticals. I researched news, conducted interviews with artists and experts for highlight pieces.

EDUCATION

- MA in 20th & 21st Century Literature, Univ of Central Oklahoma (2013)
- Associates in Culinary Arts, Platt College (2003)
- BA English Ed, Southeastern Oklahoma State University (1999)



Leadership

I managed a four-person team to execute the blog and social strategy for my company's largest client. Over the course of a year, my team created, edited, and delivered a daily blog article, social posts, and a weekly newsletter on the precious metals industry. My leadership is a big part of why I was awarded BigWing's "Employee of the Month" twice.

CERTIFICATIONS

- Google Analytics
- FAA Certified sUAS Pilot. Certificate #3994330

APPS/PLATFORMS

- WordPress
- Google Docs
- SEO Yoast
- hRefs
- Hemingway App
- Trello
- Basecamp
- Word
- Excel
- Power Point
- Photoshop
- Illustrator

021.151.9879

briancollins039@gmail.com