

# BRIAN NEESE

[linkedin.com/in/brian-neese/](https://www.linkedin.com/in/brian-neese/)

Ten years of writing experience across print and digital communications for world-renowned higher education institutions, Fortune 500 companies, and local organizations.

## EXPERIENCE

**MARCH 2014 – PRESENT**

**SENIOR COPYWRITER, WILEY EDUCATION SERVICES**

Create content for higher education institutions. Collateral includes landing pages, email, social media, infographics, radio, and articles. Helped develop client-specific style guides for each partner's brand and preferences. From January 2018 to October 2019, specialized on an inbound marketing team.

**JUNE 2013 – MARCH 2014**

**DIGITAL MARKETING DIRECTOR, HONEYWICK**

Initially hired for large SEO project, but quickly promoted to lead digital and print marketing campaigns for the agency. Developed project management system and led social media initiatives. Boosted flagship client Sleep Outfitters' web visits by 81% and page views by 102% from previous year.

**AUGUST 2009 – JUNE 2013**

**COPYWRITER, INDEPENDENT CONTRACTOR**

Performed a wide range of copy and blog projects for T-Mobile, Dell, Blackberry, and Wells Fargo. Held editing roles that included SEO-focused product description campaigns for eBay.

## EDUCATION

**2010**

**MTH, SYSTEMATIC AND PHILOSOPHICAL THEOLOGY, UNIVERSITY OF WALES, TRINITY SAINT DAVID**

**2007**

**BA, PHILOSOPHY, AMERICAN PUBLIC UNIVERSITY**

## SKILLS

- Copywriting
- Editing
- Print & Digital
- Inbound & Content Marketing
- Search Engine Optimization (SEO)