

BRIAN NEESE

brianneese.com

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EXPERIENCE

SEPTEMBER 2023 – PRESENT

COPYWRITER, KLDISCOVERY

Develop content to support the global organization's technology-enabled services and software.

JUNE 2021 – JULY 2023

SENIOR COPYWRITER, BLACKBOARD

Led all copywriting work in a client-facing agency. Managed contractors until finding and hiring an early-career copywriter to mentor. Guided several large-scale refreshes to improve the quality of messaging on higher education clients' websites and ad formats.

MARCH 2014 – JUNE 2021

SENIOR COPYWRITER, WILEY EDUCATION SERVICES

Created content for higher education institutions in an agency. 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. 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
- Direct Response Marketing
- Editing
- Inbound & Content Marketing
- Management
- Project Management
- Search Engine Optimization (SEO)
- Social Media

TOOLS

- Ahrefs
- Asana
- HootSuite
- Office
- SEMrush
- Slack
- Teams
- Teamwork
- Trello
- WordPress