

ADRIANE BRADBERRY

Digital Content Strategist

*comprehensive,
cohesive, and
compelling storytelling
at the intersection of
content and channel*



adrianebradberry.com



adrianebradberry@gmail.com



(678) 613-7960



Denver, CO

AT A GLANCE

- 20 years of end-to-end content production and promotion experience: ideation, development, execution, monitoring, and evaluation
- strong grasp of editorial, graphic design, and web development principles
- works cross-functionally and collaboratively
- committed multi-tasker who reliably meets deadlines and keeps stride with changing priorities in fast-paced environments

EXPERIENCE

Unlock Health, legacy Centretrek • Remotely from Denver, CO

Digital Strategist

October 2022 – Present

- Leverage analytics and consumer insights to develop and implement content strategies that engage, convert, and retain audiences.
- Design and develop information architecture based on UX research and definitive cognitive models.
- Audit and revise content to follow SEO best practices for search and accessibility optimization.
- Collaborate across web enterprise, strategy, and creative teams to produce most effective client deliverables.

National Center for Women & Information Technology (NCWIT) •

Boulder, CO

Communications Director

July 2013 – Feb. 2022

- Led content strategy across more than 30 social media, web, broadcast, and print channels to effectively inspire target audiences to further the organizational mission.
- Worked alongside information architects, developers, and evaluators to inform SEO strategies and revamp website content and taxonomy for an improved user experience.
- Implemented and standardized processes to govern and prioritize and digital marketing campaigns.
- Launched and project managed inaugural issues of the organization's first-ever magazine.
- Hired and mentored a team of direct reports, and supervised 20+ consultants and vendors in publishing compelling, on-brand content.
- Wrote, contributed to, and edited copy for articles, blogs, talking points, and marketing emails with grammar, style, and the organizational leadership voice in mind.

**Creative Director and Senior
Graphic Designer**

Sept. 2007 – June 2013

- Developed and increased brand recognition by establishing and maintaining conformance of style guidelines.
- Conceptualized and designed a high volume of layouts for publications and marketing materials with original infographics to visually communicate key takeaways.
- Distilled complex facts, case studies, and recommendations into relatable, bite-sized assets by collaborating with academic researchers, evaluators, and social science advisors.
- Led print and swag production with vendors, including defining budget and deadline constraints, preparing files to meet specifications, and approving proofs.

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TECHNICAL SKILLS

- **Adobe Creative Suite:** Acrobat, Dreamweaver, InDesign, Illustrator, and Photoshop
- **Content Management Systems:** Drupal, Sitecore, and Wordpress
- **Email Marketing:** Mailchimp
- **Microsoft Office Suite:** Excel, PowerPoint, and Word
- **Social Media:** Sprout Social
- **Other:** Electronic Publishing (issuu), Google Analytics, Moz, and Web Languages (HTML and CSS)

Shecky's Media, Inc. • Atlanta, GA

Contributing Reporter

2005 – 2006

- Interviewed local venue managers and owners to write copy for Shecky's online directory with minimal supervision.
- Researched upcoming art and entertainment events applicable to Shecky's target audience.

Pritchett and Hull Associates • Atlanta, GA

Editor/Writer

2004 – 2006

- Co-produced award-winning B2B advertisements with marketing, sales, and creative teams.
- Translated medical guidelines into SaaS-based patient education materials that were friendly and easy to understand.
- Recruited and instructed 15 editorial freelancers and health professionals to review publications for accuracy.

EDUCATION AND PROFESSIONAL DEVELOPMENT

Hubspot Academy • Online

SEO Certification

Sept. 2022

**Syracuse University, S.I. Newhouse School
of Public Communications** • Syracuse, NY

**Master of Arts • Magazine, Newspaper, and
Online Journalism**

2007

Activities: Project Manager, envi magazine — *Implemented school's first curriculum for an online publishing capstone* (2007); Teaching Assistant, Introduction to Graphics (2006-2007); Contributing Reporter, The Daily Orange (2006)

Elon University, School of Communications • Elon, NC

**Bachelor of Arts • Corporate
Communications and Broadcast Journalism**

2004

Honors: Lambda Pi Eta Communications Honor Society (2004); Communications Fellowship (2000-2004)

Activities: Reporting Intern, Alamance Magazine (2002); Disc Jockey, 89.3 WSOE (2001-2002); Contributing Reporter, The Pendulum (2000-2002)