

CONTACT



(415) 209-8711



brian@

BrianPatrickHiggins.com



Fairfax, CA 94930

EXPERTISE

(w/links to portfolio)

- [Creative Writer](#)
- [Marketing & Publicity Whiz](#)
- [Website Designer](#)
- [Graphic Designer](#)
- [Podcast Producer & Host](#)
- [Video Producer & Host](#)
- [Media Trainer](#)
- [Author](#)
- [Spokesperson](#)
- [Social Media Consultant](#)

JOURNALISM

Newspaper Staff Writer positions
15 years experience (pre-2005)

Southern Illinoisan
Savannah Morning News
Phoenix Gazette
Fort Worth Star-Telegram
Oakland Tribune

EDUCATION

B.S. Journalism
Southern Illinois University

BRIAN PATRICK HIGGINS

STORYTELLER, COMMUNICATIONS & PUBLICITY EXPERT



BrianPatrickHiggins.com

PROFESSIONAL PROFILE

Seasoned across the entire spectrum of communications, marketing and publicity. Confident and proactive in an autonomous role, but empowered through collaboration. Inspiring mentor and inspired teammate. Media insider with a long list of California journalists on speed dial. Cool, collected and humor-driven even under the most demanding deadlines, having come from a deadline-intensive newsroom background. Fiercely loyal, strategic and focused in raising the profile of every client and employer.

POST-JOURNALISM EXPERIENCE

Founder, Clean Break Media 2015-2023

- Built websites and provided content for 74 small-business or non-profit clients.
- Since 2015, designed and wrote 800+ e-newsletters (weekly, monthly or quarterly) for 48 small-business or nonprofit clients, who raised a combined online sales \$12.1 million in donations and \$26.7 million online sales.
- Provided media training for 42 professional athletes (NFL, NBA, WNBA, MLB, NHL, PGA and LPGA) and 200+ C-Suite executives.
- Wrote speeches for 33 C-Suite executives, politicians and musicians.
- Wrote 100+ press releases for 21 organizations and businesses.
- Earned regional and national-level media placements valued at \$28.7 million (per Critical Mention media)

National Executive Editor, BowlShift.com 2011-2015

- With a modest \$48,000 investment from a group of college football playoff advocates from Ohio State, UC-Berkeley and Stanford University, built and launched a 150-page website advocating post-season reform among the 130 NCAA Division I programs.
- Recruited, contracted with and served as editor for 47 of the best college football beat writers in the nation.
- Registered 4.7 million users, with a peak active user database of 3.9 million users.
- BowlShift.com was sold to Yahoo Sports in 2015 for \$829,000, a return of 685% to investors.

Media Manager, Alameda County Food Bank 2008-2011

- Managed dynamic communications team for the one of California's largest Feeding America affiliates, a clearinghouse agency serving 325 food pantries and soup kitchens
- Shared organizational spokesperson duties with Executive Director/CEO.
- Increased ACCFB's media exposure by 220% (and TV exposure by 275%). National story placements included CBS Evening News, ABC World News, New York Times and NPR.
- Managed aggressive schedule of 26 annual publications.
- Organized and chaired communications committee for all Bay Area Food Banks and served as creative lead for the first-ever collaborative advertising campaign between those organizations (TV campaign won a 2010 Telly Award for showcasing non-traditional food bank clients.).
- Served as media advisor to executive director of the California Association of Food Banks, the umbrella organization for every county food bank in the state.