

Brandon Lee Arbuckle

(608) 548-8469 | brandonleearbuckle@gmail.com | [linkedin.com/in/brandonleearbuckle/](https://www.linkedin.com/in/brandonleearbuckle/)

WORK AND LEADERSHIP EXPERIENCE

Universities of Wisconsin Online Collaboratives

Madison, WI

Marketing Content Strategist

August 2021 – present

- Spearhead content strategy for 15 University of Wisconsin online degree and certificate programs
- Manage multiple content marketing projects to cultivate lead generation
- Collaborate with stakeholders, designers, and media specialists to create engaging and accessible content tailored to diverse target audiences
- Conduct interviews with students, faculty, and industry professionals to develop compelling narratives that resonate with prospects
- Design social media posts for LinkedIn, Facebook, Instagram, and YouTube, resulting in increased engagement across platforms
- Led a comprehensive content audit, editing 150 blog posts to improve clarity and alignment with strategic marketing goals during 6 website migrations

WISC-TV

Madison, WI

Digital Content Editor

August 2019 – August 2021

- Managed and optimized digital content for Channel 3000, achieving an average of 2 million page views per week
- Oversaw social media presence on pages with 273,000 Facebook followers and 57,000 X followers
- Collaborated with cross-functional teams to produce 500 pieces of digital content monthly
- Moderated comment section and responded to community messages, reporting feedback to the newsroom
- Analyzed and compiled data to produce daily updates during COVID-19 pandemic in Wisconsin

Digital News Intern

May 2019 – August 2019

- Reported on local and national news for CBS affiliate, utilizing strong communication skills to verify details with law enforcement and agencies

Vector & Ink

Wisconsin Dells, WI

Digital Copywriter Intern, Freelance Writer

June 2018 – January 2019

- Crafted persuasive copy for tourism marketing campaigns, driving engagement for local businesses
- Developed blog posts to enhance brand visibility for both Vector & Ink and Southwest Florida Travel Guide websites

The Daily Cardinal

Madison, WI

Arts Editor

December 2017 – December 2018

- Led the Arts desk, coordinating a team of 10 columnists and contributors to produce high-quality content for a weekly print issue with a circulation of 10,000
- Designed layouts and proofread articles, maintaining high editorial standards

EDUCATION

The University of Wisconsin – Madison

Bachelor of Arts

Majors: Journalism (Reporting and Strategic Communication tracks), History

SKILLS

Content Strategy & Optimization: Journey orchestration, content creation, and user experience design

Data Analysis: Google Analytics and performance measurement

Digital Marketing Tools: WordPress, Hootsuite, Monday.com, Canva, Adobe InDesign, Chartbeat