

Brandon Lee Arbuckle

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WORK EXPERIENCE

Universities of Wisconsin Online Collaboratives

Madison, WI

Marketing Content Strategist

August 2021 – present

- Spearhead content strategy for 16 University of Wisconsin online degree and certificate programs
- Ideate and execute content marketing projects while assisting with creative campaigns
- Collaborate with designers, videographers and developers to create engaging and accessible content tailored to diverse target audiences
- Conduct interviews with students, faculty and industry professionals to develop compelling stories and testimonials that resonate with prospects
- Design social media posts for LinkedIn, Facebook and Instagram, resulting in increased engagement across platforms
- Led a comprehensive content audit, editing 150 blog posts to improve clarity, messaging 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
- Worked with cross-functional teams in fast-paced environment to produce 500 pieces of digital content monthly
- Oversaw social media presence on pages with 280,000 Facebook followers and 57,000 X followers
- Moderated comment section and responded to community messages, reporting feedback to the newsroom
- Analyzed and compiled data to produce daily updates on 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 print copy for tourism marketing campaigns, driving engagement for local businesses
- Developed blog posts to enhance brand visibility for Vector & Ink and Southwest Florida Travel Guide websites

EDUCATION

University of Wisconsin–Madison

Bachelor of Arts

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

University of Wisconsin–Platteville Baraboo Sauk County

Associate of Arts and Sciences

SKILLS

Writing Skills: Copywriting, Blog Writing, Press Releases, Proofreading, Editing, Interviewing, AP and Chicago Style

Content Marketing: Strategic Planning, Content Management, Search Engine Optimization, Content Analysis

Software Skills: WordPress, Microsoft Office Suite, Adobe InDesign, Adobe Express, Canva

Digital Marketing Tools: Google Analytics, Yoast SEO, HootSuite, Chartbeat