

Bryan Dorn

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bryandorn.com

Collaborative digital strategist with over 4 years of marketing, project management and agency experience across a variety of verticals. Passionate about ensuring data driven success through communication and teamwork. Consistently sets the standard and exceeds expectations while fostering a fun and inclusive workplace. Seeking an opportunity to utilize and expand my digital skillset with a dedicated and thoughtful team.

EXPERIENCE

Adpearance | Digital Strategist | Portland, Oregon

December 2022 – Present

- Manages \$2.5M+ in annual client ad spend across Google, Meta, Bing, TikTok and more
- Presents and organizes lead data as well as strategic recommendations to improve performance
- Leverages audience segmentation, analytics and keyword data to achieve sales goals and core KPIs
- Develops pitch documents, strategy reviews and sales presentations utilized by the team
- Mentors new hires through regular 1:1s, peer reviews and training sessions

Hubbell | Manager of Digital Media | Portland, Oregon

October 2019 - December 2022

- Led the development of in-house production studio to create client multimedia
- Managed accounts by hosting meetings, creating work plans and identifying digital solutions
- Developed RFPs, annual presentations, board meeting materials and more to ensure client growth
- Collaborated with a network of creative contractors to deliver projects on time and on budget
- Produced business development podcast to engage new clients in health care, housing and more

Chronic Disease Coalition | Digital Manager | Portland, Oregon

Key Client

- Published weekly homepage and blog content focused on boosting SEO performance and site traffic
- Educated, engaged and activated stakeholders on complex health care policy issues
- Managed Twitter, Instagram and Facebook—writing daily content and interacting with brand partners
- Promoted key events and action items through paid and organic platforms

Around the O | Writer and Social Media Coordinator | Eugene, Oregon

April 2018 - July 2019

- Produced social media and blog style content to engage student body from a university perspective
- Interviewed and photographed across departments to develop AP style story packages
- Worked with Managing Editor to pitch, refine, and finalize stories for publish on a tight deadline

EDUCATION

University of Oregon | School of Journalism and Communications

Graduated June 2019

Bachelor of Science, Communications and Biogeography with a Minor in Evolutionary Anthropology

Digital Marketing | Content Strategy | Data Analysis | Public Speaking | Stakeholder Engagement | Office 365 |
Google Analytics | Meta Business Manager | CRM + CMS Management | Team Building