

Brandon Fisher

Digital Content Director

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LinkedIn URL

Digital content director with expertise in brand storytelling and audience engagement

Digital content director with 10+ years' experience growing organic traffic by 70%, improving engagement by 45%, and managing teams of 12+ writers.

Professional Experience

Digital Content Director

Elevate Media Group | Los Angeles, CA | May 2018 - Present

- Increased organic traffic by 70% through targeted content marketing strategies
- Manage a content team of 12 writers and editors, producing high-quality digital content
- Improved audience engagement by 45% by optimizing content for social media and search engines

Senior Content Manager

Bright Horizons Digital | Los Angeles, CA | June 2014 - May 2018

- Developed and executed content plans that boosted lead generation by 30%
- Conducted keyword research and SEO audits that improved content performance
- Collaborated with product teams to create educational materials that enhanced brand authority

Education

Bachelor of Arts in Journalism

University of California, Los Angeles | 2014

Key Skills

- **Content strategy development**
- **SEO optimization**
- **Brand storytelling**
- **Audience engagement**
- **Editorial management**