

# William MacRyan Brown

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## Marketing Communications Professional Digital/Social Media Specialist | Multimedia Producer | Consultant

Talented marketing communications professional with proven track record of applying knowledge, skills, and creative abilities to initiate and carry out strategic communications plans that exceed anticipated outcomes for clients in a range of industries, including non-profit organizations, small businesses, and higher education institutions. Technically skilled specialist with demonstrated ability in all facets of communication strategy: digital media, social media, event planning, community outreach, audiovisual technologies, and strategic organization. **Areas of expertise include:**

- Communications Strategy
- Project Management
- Social Media Engagement
- Brand Alignment
- Videography
- Web Presence
- Multimedia & Digital Media
- Adobe Creative CS & CC
- Audiovisual Technology

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### PROFESSIONAL EXPERIENCE

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#### **THE INCORRUPTIBLES**, Dayton, OH

##### ***Head of Social Media and Development, Former Acting Director, 2018 – Present***

Create and implement social media strategies that increase engagement with prospective organization members. Coordinate email marketing campaigns to build membership and boost fundraising efforts. Oversee day-to-day operations and business development. Establish and maintain communication with members, contributors, and email subscribers. Maintain email list with 680 addresses.

##### **Key Accomplishments:**

- Promoted to Director after first year for exemplary performance.
- Collected donations totaling \$36.2K within one year.
- Increased social media following to 500 in three months.
- Boosted organic social media engagement by 1.2K.
- Initiated search for partnership with larger, nationally recognized organization.

#### **PRIME WORKS GROUP**, Dayton, OH

##### ***Marketing Communications Consultant, 2013 – Present***

Provide consultation on communications strategy and implementation for media, theatrical productions, artists, and entertainment industry clients. Develop outreach plans that include audiovisual technology, social media initiatives, web presence, special events, fundraising, and marketing strategies.

##### **Key Accomplishments:**

- Achieved measurable results for various clients on more than 15 projects.
- Supported six clients in raising a total of \$55K+.

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### ADDITIONAL EXPERIENCE

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#### **91.3 WYSO PUBLIC RADIO, an NPR affiliate** · Yellow Springs, OH

##### ***Community Voices Producer, 2018***

Produced radio spots for broadcast on WYSO for NPR's Senior Voices Program. Coordinated with producers to contribute 47 oral history pieces, both for broadcast and the Dayton Metro Library digital archive.

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**ANTIOCH COLLEGE** · Yellow Springs, OH

**Media Services Assistant, 2019**

Collaborated with key players to organize audiovisual technologies for the College's Commencement 2019 ceremony.

**Key Accomplishment:**

- Collaborated with a team of 5 to organize audiovisual technologies for live and online video stream audiences.

**ANTIOCH COLLEGE** · Yellow Springs, OH

**Theater Technician and Events Coordinator, 2015 – 2017**

Collaborated with key players to organize audiovisual technologies for the College's Foundry Theater and performing arts program and other college-sponsored events or venue contracts over 2+ years.

**Key Accomplishment:**

- Partnered with key players to redevelop the Foundry into a performance space and venue in 3 months.
- Co-coordinated 20+ sponsored events & venue contracts.

**LEVINSON BROTHERS, LLC** · Dayton, Ohio

**Communications Coordinator, 2016**

Collaborated with management and key players to script and film a variety of media productions for clients, including 3M, Premier Health, and Tungsten Network. Devised communication strategy to launch a campaign through which 289 supporters pledged \$19K+.

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## EDUCATION & CREDENTIALS

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**Bachelor of Arts in Communications w/ Conc in New Media**, Southern New Hampshire University, Manchester, NH, 2021 – 2022

Antioch College, Yellow Springs, OH, 2013 – 2017, Completed 160 credits towards a B.A. in Media Arts

Horace Mann Fellow

**Associate in Science, Science Studies**, Central Alabama Community College, Childersburg, AL, 2010 – 2012

Leadership Institute Award of Excellence

**Inbound Certified**, Hubspot Academy, Certified 2020 - Valid until 2022

**Inbound Marketing Certified**, Hubspot Academy, Certified 2020 - Valid until 2022

**Social Media Marketing Certified**, Hubspot Academy, Certified 2021 - Valid until 2023

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## TECHNICAL PROFICIENCIES

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Microsoft Office Suite, Windows, MacOS

Digital marketing & social media management: Facebook, Twitter, Pinterest, Google Ads, Google Analytics, HootSuite, Buffer, HubSpot, MailChimp, CiviCRM

Content development & content management software: Adobe Creative Suite, Adobe Creative Cloud, Dragon Frame, Canva, Videography, Photography

Audiovisual equipment: Tascam, Canon DSLR, Canon XA20, ETC Element 60