

LEON BRACEY II

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www.leonbracey.com/portfolio

SUMMARY

Marketing and communications strategist with a ten-year track record in blogging, copywriting, project management, public relations, and web content development. Professional writer featured in publications in the Australia, Canada, South Africa, and the United States. Led marketing campaigns, blog development strategies, and website maintenance projects, resulting in successful increases in company revenue and or web page views. Advanced mastery of presentation and customer relationship management software, including HTML, Oracle, PowerPoint, and Search Engine Optimization.

EXPERIENCE

Freelance Copywriter/ Feature Writer

SELF-EMPLOYED, *Washington, D.C.* — 2012–present

- Prepare articles, web content, and marketing materials for domestic and international clients, including Focus Media Group, Clearlink, and TeamWorks Media
- Develop marketing materials for sales meetings, trade shows, and company executives for up to 100 clients
- Create 10-15 monthly features and general interest stories to promote company brands and business trends
- Lead content redesign projects for company websites and oversee their publication
- Conduct interviews with industry leaders to promote their organizations and businesses

Ghost Blogger

CATAVOLT, INC., *Atlanta, GA* — 2014–2015

- Developed blog content related to mobile app development, including enterprise mobility and mobile security
- Performed Search Engine Optimized analysis and research pertaining to company brands with meta descriptions and page titles in support of SEO strategies
- Increased blog views by 20-30% and consistently met target goals set by management
- Coordinated the researching, writing, editing, and scheduling of over 200 blog posts

Business Development Manager/Communications Leader

BROWN PUBLIC RELATIONS, *Atlanta, GA* — 2012–2013

- Investigated and developed new accounts while guiding the RFP response process by winning bids on proposals
- Identified prospects' advertising, marketing, and business needs and matched these with agency capabilities

Program Support Manager

GEORGIA PERIMETER COLLEGE, *Atlanta, GA* — 2009–2012

- Produced collateral to promote the Center for Organizational Development and updated the department's website
- Engineered around 20 corporate training and workforce development programs across the Atlanta area
- Headed projects, leading to the department increasing revenue by 55% between FY 2010 and FY 2011.

Marketing Assistant

GEORGIA PERIMETER COLLEGE, *Atlanta, GA* — 2008–2009

- Developed material for the Center of Continuing Education targeting prospective students
- Oversaw a 50% increase in newsletter subscriptions from target audiences
- Implemented college-wide re-branding campaign within department and oversaw department adherence to new branding initiatives

EDUCATION

Master of Arts in Professional Writing

KENNESAW STATE UNIVERSITY, *Atlanta, GA* — December 2010

Concentration: Applied Writing

Capstone: Social Networking In Collegiate Public Relations

Bachelor of Arts in Journalism

UNIVERSITY OF SOUTHERN MISSISSIPPI, *Hattiesburg, MS* — May 2003

Concentration: Public Relations