

Brian White

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<https://brians.digital>

Web Development & Digital Marketing

Experienced digital marketer and web developer with a background in journalism.

I specialize in creating compelling brand narratives, building high-performing websites, and executing data-driven marketing strategies to achieve measurable business growth.

SKILLS

Technical:

Git, Jira, WordPress, Laravel, Astro.js, Google Data Analytics,
Google BigQuery/SQL, TypeScript, Tailwind CSS, HTML, responsive web design

Marketing:

SEO, PPC, Social Media, Email, Content Campaign Design,
Landing Page Optimization, Google Ads

Journalism/Content:

Video/photo editing, copy editing, long form articles, FOIA requests,
news analysis/research, FAA licensed drone photography

WORK HISTORY

Web Developer / Content Editor: Rockdog Media, Tucson, AZ

Jan. 2019 – present

- Designed, deployed and maintain websites/SEO for small business and brands:
 - *Questa Labs, LHT Photography, Hartman Glass, Sporcle, Tucson Body Works, Chef Jeff, Blue Knight Pools*
- A/B test designs and components on existing digital properties
- Leverage WooCommerce, Shopify to increase sales by building out 3 online stores
- Build custom CRM and CMS for clients using Laravel, saving on operating costs
- Increased signups and conversions with custom landing pages and email campaigns for Sporcle, increasing traffic by 33%
- Published articles and investigations for *The Daily Beast* and TopClassActions.com
- Boosted clicks for TopClassActions.com with weekly promotional email content
- Editor for Patch.com in both Tucson and Phoenix markets.

Project Lead, QA/Testing: Cognizant via Revature, Reston, VA

Mar. 2021 – Mar. 2023

- Tested code involving internal-use app for retailer Macy's
- Successfully validated 2 phases of project leading to early delivery times
- Leveraged project management skills with off-shore team, leading to shorter stand ups

- Prepared comprehensive project reports and summaries, ensuring clear communication of project status and results to stakeholders.

Broadcast News Producer: KGUN-TV, Tucson, AZ

Dec. 2018 – Dec. 2019

- Coordinated and produced daily, accurate and engaging content for newscasts
- Developed and pitched story ideas, conducted research, and wrote show scripts
- Created and managed special projects, including election coverage, breaking news events, and feature stories, from conception to successful execution

Broadcast News Producer: KMFB-TV, San Diego, CA

April 2015 – April 2018

- Worked overnights to write morning show scripts and tracked breaking news, ensuring accuracy, verifying facts
- Pitched story ideas and filled in as associate producer on other broadcasts
- Delivered on daily deadlines with accuracy and engagement

Web Content Manager: KVOA.com, Tucson, AZ

Dec. 2011 – Dec. 2014

- Increased social media followers 53% in one year
- Oversaw and coordinated two complete website redesigns
- Developed and maintained a comprehensive knowledge base of best practices for web content management

Web Content Manager: TucsonNewsNow.com, Tucson, AZ

Aug. 2008 – Aug. 2011

- Recognized nationally for pioneering social media use locally among the newsroom
- Increased engagement on the station's social media platforms through strategic posting and interaction with viewers
- Built out customized features and pages using JavaScript, CSS, HTML and collaborated with sales and marketing on delivery

EDUCATION

Bachelor of Arts, Journalism:

University of Arizona

2015

Certifications

Google Data Analytics / Google Ads / Javascript / Responsive Web Design