

Brian S. Denny

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PROFESSIONAL SUMMARY

Adaptable researcher, strategist, educator, and writer with extensive experience bridging corporate, academic, and customer/user environments. Skilled in digital adoption strategy, data analysis, qualitative and quantitative research, and instructional design. Proven record of measurable impact through clear communication, collaborative leadership, and data-driven decision-making. Adept at translating complex ideas into engaging, targeted content for diverse audiences.

CORE SKILLS

Digital Adoption & UX: User segmentation, interaction flow design, micro-content, program management & evaluation

Research Methods: Qualitative, quantitative, mixed methods, interviews, surveys, A/B tests, behavior analysis

Data Skills: Collection, cleaning, analysis, visualization

Editing: Developmental, line, copy, proofreading, style guides, video/audio

Instruction: In-app assistance, curriculum design, teaching, coaching, mentoring

Process: Mapping & documentation, workflow improvement, stakeholder engagement

Tools: SQL, HTML, Markdown, LaTeX, python, VS Code, Whatfix, GA4, DBeaver, Lucidchart, Camtasia, Adobe Suite, GitHub, WordPress, JIRA, Trello, Slack, Google Suite, Salesforce, Generative AI, Excel, PowerPoint

PROFESSIONAL EXPERIENCE

Digital Adoption Strategist

03/2022 – Present

Consensus Cloud Solutions, Los Angeles, CA (Remote)

- Spearhead Whatfix digital adoption content strategy for multiple customer-facing applications
- Communicate strategy and research findings to C-Suite and departmental leadership
- Collaborate with developers, product owners, writers, and VPs
- Plan and implement process for creation and distribution of changelogs and release notes
- Design chatbot to automate Jira ticket creation
- Manage localization strategy and process across several globally-distributed teams
- Train writers in micro-content creation, strategy, and management
- Integrate analytics and user feedback to enhance user experience
- Conduct A/B tests, surveys, and churn analyses
- Create and analyzed micro-content that reduced cancellations by 16%
- Develop semi-automated in-app upgrade processes, increasing annual revenue by nearly \$300k while reducing costs
- Analyze AWS Redshift data to refine segmentation
- Produce videos, GIFs, and visual media for internal/external use
- Conduct market research to guide API developer portal design

Editor & Research Consultant

08/2018 – Present

Harvard University, University of Michigan, University of California–Irvine (Remote)

- Provide long-term editing and consultation services for AI researcher working in conversational design
- Support multiple national conversational AI grants winning up to \$2.5M

Branch & Logistics Manager

07/2019 – 02/2022

Dorian Studio, Los Angeles, CA

- Led operations for new Southern California branch; grew accounts/revenue by 150%

- Hired, trained, and managed staff; developed documentation and training materials
- Guided clients through yearbook publishing process: software training, design, marketing

Leadership Coach

08/2015 – 05/2019

University of California–Irvine (DECADE PLUS)

- Mentored 20+ first-gen, low-income, and underrepresented students; facilitated group sessions and goal-setting

Curriculum Editor & Instructor

05/2015 – 08/2019

Elite Educational Institute, Educational Testing Consultants

- Taught standardized test preparation (SAT/GRE) in classroom and individual settings
- Proofread forthcoming SAT curriculum for clarity and accuracy

Adjunct Professor

08/2018 – 05/2019

California Polytechnic University–Pomona, Chapman University

- Independently designed and taught several university courses (East Asian Government, American Government, Comparative Politics)

EDUCATION

Ph.D. Coursework Completed, Political Science – University of California–Irvine

Concentrations: Research Methodology, Comparative Politics

M.S. Political Science – University of California–Irvine

B.S. Political Science with Honors, B.A. International Affairs – Florida State University

PUBLICATIONS

Denny, B. (2019). “The Warden’s Dilemma as Nested Game: Political Self-Sacrifice, Instrumental Rationality, and Third Parties.” *Government and Opposition* (Cambridge University Press). Includes original archival research conducted at Cornell University

CERTIFICATIONS

Course Design (University of California–Irvine)

Mentoring Excellence (University of California–Irvine)