

Contact

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Top Skills

Management
Jira
Marketing Strategy

Certifications

Storynomics: The Business Art

Honors-Awards

B2B Marketing award winner
Realex Fire Web Awards Finalist
Irish Blog Awards winner
Content Marketing award winner

Publications

This Is Working
The Become a Writer Today 3-Part Series
The Power of Creativity
I Can't Believe I'm a Dad!

Bryan Collins

Content Strategist | Creator & AI Educator | Helping Brands Build Leveraged Content Systems
Greater Dublin

Summary

Helping creators, founders, and brands grow with smarter content, AI, and direct-response strategy.

I'm a content strategist and writer with 15+ years of experience across FTSE 100 companies, SaaS, and digital publishing. I've built and led content systems that attract millions of readers, grow email lists, and drive measurable results—both as a consultant and in-house.

What I bring to the table:

Scaled content sites to millions of views

Grew a daily newsletter to 16,000+ subscribers

Built and sold digital products and workshops with strong conversion rates

Led content teams and collaborated across UX, product management, product marketing and growth teams

Used AI and automation to simplify content ops and increase ROI

I work at the intersection of editorial, strategy, and performance—blending storytelling with systems thinking.

Open to select consulting projects and conversations about content strategy

DM me or join 16,000+ subscribers to my daily newsletter on content, AI, and creator growth.

Experience

Freelance (Self employed)

Content Strategist

January 2020 - Present (5 years 5 months)

Content strategist and consultant with a background in B2B SaaS, fintech, Web3, AI and personal brand growth. I help founders and teams turn complex ideas into high-impact content that drives leads, builds authority, and supports long-term business goals. Experienced across newsletters, SEO, and AI-driven content systems.

Become a Writer Today

Company Owner

October 2014 - Present (10 years 8 months)

Built and scaled a portfolio of content websites generating millions of page views through SEO, high-quality editorial strategy, and targeted monetization. Verticals include B2B, B2C and Web 3 niches. Experienced in niche site development, programmatic content, and leveraging AI tools to grow traffic and revenue. Proven ability to build lean content operations that deliver long-term results.

Sage

7 years 5 months

Senior Content Manager (various roles)

October 2015 - January 2021 (5 years 4 months)

Dublin

Led content strategy for global Sage.com launches, collaborating with product management, product marketing, UX, SEO web teams across multiple regions. Managed a team of writers and producers, overseeing content creation, review, and localization for use in multiple markets. Coordinated with agencies and vendors to ensure consistent messaging, tracked performance to drive MQLs, and aligned global content to key buyer personas.

Online Marketing Specialist

September 2013 - October 2015 (2 years 2 months)

Citywest, Dublin

Developed and executed content and digital marketing strategy for Sage CRM, a global SaaS product. Created high-performing blogs, ebooks, social posts, and presentations to support lead generation and product adoption. Launched and managed the Sage CRM blog, collaborating closely with product marketing on weekly content. Oversaw social media and a guest contributor program, and used Google Analytics to report on performance.

Also led the creation of Sage's global social media policy to support consistent brand messaging across markets.

Guest writer for The Huffington Post, Fast Company, Lifehacker, Forbes and more

Freelance Technology Journalist

2004 - 2015 (11 years)

Worked as a freelance tech journalist writing feature articles on emerging digital trends and tools for business. Sourced expert interviews and developed original content on topics like content marketing, online sales, and digital transformation.

Genio Social Investments

Communications and Programme Support Officer

August 2012 - March 2013 (8 months)

Marlinstown Office Park, Mullingar, Co. Westmeath

- Managed Genio's internal and external communications including website and social media
- Organised Genio events for the company's partners and project participants
- Collated reports using Facebook Insights and Google Analytics

St. John of God

Social Care Worker

2000 - 2012 (12 years)

Kildare Services

- Supported service users with disabilities to live independent lives in the community
- Taught communication skills to people with intellectual disabilities
- Provided ECDL training for staff members and service users
- Established a Multimedia Library which won the 2006 St. John of God Innovation Award

Electric News Net

Online Journalist and Copywriter

August 2007 - July 2011 (4 years)

- Reported on various breaking national and international technology stories
- Edited and prepared copy for publication on ENN.ie
- Copywriter of digital marketing case studies and articles for Enterprise Ireland's eBusiness Live newsletter

- Wrote feature articles like how companies can use social media to grow their business

Sunday Business Post

Feature Writer

February 2008 - May 2009 (1 year 4 months)

- Contributed to Computer In Business and Your Tech sections of this paper
- Sourced interviewees and photos for feature articles
- Wrote features like how Irish firms can use blogs to sell products and services online

Newstalk Radio

Radio Producer

October 2007 - December 2008 (1 year 3 months)

- Produced 'Sunday With Norris' and the PPI award winning show 'Talking History'
- A researcher for the Right Hook, the Saturday Edition, Late Night Live and the Wide Angle
- Edited and prepared audio packages and podcasts for broadcast

PC Live! (Mediateam)

Feature Writer

June 2007 - June 2008 (1 year 1 month)

- Wrote monthly features about topics including the government's national broadband scheme
- Interviewed business people and industry figures
- Pitched feature ideas to the editor, researched technology items and worked to a deadline

Education

Digital Skills Academy DIT

NFQ Level 8 Continuing Professional Diploma (CPD) in Digital Production and Multimedia · (2013 - 2014)

Trinity College, Dublin

Master of Science (MSc), Disability Studies · (2010 - 2012)

Irish Writer's Centre

Creative and Non-Fiction Writing · (2007 - 2008)

DIT, Aungier Street

Bachelor of Science (BSc), Communications & Journalism · (2000 - 2004)

FETAC

Level 6, Train the Trainer · (2010 - 2010)