

**Brian White**  
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## 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 tilled 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