

Bryan Dickerson

California and France | +33 (0)7 68 05 71 34 | sveditorbryan@gmail.com | www.linkedin.com

Content Director

Editorial | Marketing | Social | Blogs | SEO

Creative journalist, editor, content director, manager and copywriter with a knack for storytelling, a fastidious eye for detail and a deep knowledge of modern media including editorial trends and traffic opportunities. Ability to coordinate content seamlessly to meet deadlines while matching both brand voicing and identity.

- **Conception & Implementation:** Developed text, image and video content on trend and on time to grow traffic and meet marketing demands across several platforms
- **Management & Direction:** Instructed global network of contributors through strict editorial demands and standards to meet the needs of a multi-faceted media company
- **SEO & Analytics:** Extensively tested content to measure performance value against several tools including Keyword Planner, SEMrush, Moz Toolbar and Google Analytics
- **Social Media:** Deep Facebook, Twitter and Instagram knowledge with multi-camera Facebook Live on-location and in-studio Wirecast productions
- **Content Programs:** Experienced with Drupal, Wordpress and various CMS systems as well as vital programs like Photoshop and Final Cut Pro

Professional Experience

Xtreme Media/Surfersvillage

2013-2018

Editorial Content Director/Editor-in-Chief

Managed 24/7 flow of news and video content from across global time zones. Selected, edited, wrote and published news and marketing content to reflect a strong identity for the SurfersVillage and XTreme Video brands within and outside the action sports industry.

- Expanded the promotion-only content of a small wire news service by adding evergreen **storytelling** that included interviews, artist profiles, business Q&As, marketing tie-ins, product & technical gear reviews, environmental updates as well as full-length features.
- Employed specific content strategy to build organic traffic using up-to-the-minute best **SEO** practices implemented with both perseverance and some creativity.
- Wrote brand-voiced communication and **marketing content** for the company as part of our commercial partner strategy program while using a host of brand messaging-proven tools including YouTube videos, guest blogs and live production.
- Grew the site across all major **social media** channels by managing and producing daily content for Instagram, Twitter and Facebook. Increased Surfersvillage and XTreme Video brand presence and identity by implementing new social media strategy and best practices policy.

- Established a global network of contributors for the company by building solid **relationships** with videographers, photographers, writers and bloggers.
- Collaborated with parent company's marketing, advertising and creative teams to help unify the XTreme Video's **family of brands** (YouRiding Games, XSeries, Superbrand Europe, EQ LOVE, Label-Park Marketplace) across several digital platforms.

Content Manager - SurfersVillage, 2006 - 2013

Managed global surfing news website and posted contest and business updates from major brands through information, provided by press agents, wire services and reporters. All content was then groomed to meet the website's standards of timeliness and quality.

- Monitored Google Alerts and checked commercial sources to constantly find new content. Fielded an inbox of approximately 100 news-related items daily to prioritize that day's news and meet deadlines.
- Sourced and edited photos, wrote headlines, cutlines and RSS feed summaries while maintaining the site's video page, photo gallery and directory listings.
- Trained native English and non-native English associate editors and contributors to upload news using the SurfersVillage methodology and translated several contributions into English.
- Served as editorial ambassador for SurfersVillage at global action sports industry trade shows, conventions and contests.
- Used Photoshop, Excel, Word and PDF programs and documents daily.

Managing Editor - Surf Life for Women Magazine, 2004-2006

Ensured this dynamic print publication delivered timely, relevant content on deadline to the growing culture of women's surfing.

- Brainstormed and created the editorial calendar for each issue, establishing work flowchart to ensure all moving editorial components including articles and photos were fulfilled by deadline.
- Edited and groomed content from a diverse field of contributors who included psychologists, artists and professional athletes.
- Proofed and copy-edited all content for each print publication following AP style guide.
- Fielded a wide array of inquiries and story pitches from first-time writers as well as seasoned journalists.

Journalist - Print and Digital, 2003-Present

Seasoned writer, investigative journalist, SEO blogger and copywriter creating long and short form, click-specific and evergreen content for digital and print.

- SEO ghostwriting for major digital marketing agencies covering a variety of topics including Keyword Planning, Article Length and Anchor Text.
- World Surf League Espinho, Portugal event media coordinator and Australian Surf Business Magazine senior contributor.
- Copywriter providing text for push notifications, FAQs, App Store description, social media posts and various other needs for the Pure dating app.
- Print features written for The Surfers Journal, Trip Surf, The Surfing Yearbook, ASB Mag and more.
- Digital content for The Inertia, World Surf League, Surfline and Surfersvillage.
- Weekly and newspaper features for New Times, Mustang Daily and Santa Maria Sun.

Applicable Skills

Media: Photoshop, Wirecast, Final Cut Pro, Premiere and iMovie

Content Management Systems: WordPress, Drupal, various

SEO Tech: Keyword Planner, SEMrush, Moz Toolbar, KWFinder

Software: Project Management platforms as well as MS Office, Adobe, Mac and PC.

Education

Bachelor of Arts (License) Journalism, California Polytechnic State University San Luis Obispo, California

Community Involvement

Instrumental in starting the San Francisco chapter of the Surfrider Foundation and running subsequent fundraisers and community projects. Led elementary school beach clean up and education programs for San Francisco Unified School District.

Other

American Citizen with EU work permission and holder of French Carte de Sejour. English mother tongue and French conversant.