

Brian Higgins

Copywriter & Marketing Strategist

Team-driven writer and speaker with experience communicating complex subjects in simple ways. Able to manage teams to help each member play to their strengths. Highly adaptable and detail oriented. Willing to pursue new ideas, aggressive deadlines, and multiple projects at once.

C&A Marketing, Inc.

Copywriter // August 2020-Present

- Provide web and print copy for licensed brands including Crayola, HP, Kodak, and Polaroid.
- Create product descriptions for Amazon pages and brand websites.
- Collaborate on brand strategies for licensed/in-house brands (ex. GE, LyxPro, and Ivation).
- Edit and expand brand catalogs, email marketing campaigns, sell sheets, and presentations.

Freelance Copyeditor & Marketing Strategist

Copyeditor/Marketing Strategist // October 2019-Present

- Wrote and edited blogs, social media posts, web copy, and podcast notes for Bible Project, an animation studio with over 2 million YouTube subscribers.
- Developed and executed social media plans for multiple brands at once.
- Designed and scheduled email marketing campaigns via MailChimp.

Calvary Chapel Bible College

Director of Admissions and Marketing // May 2019-April 2020

- Developed marketing/recruitment strategies while providing copy for all initiatives.
- Reviewed applications and worked with applicants to navigate their individual challenges.
- Led seven direct-reports across the admissions and creative team.
- Raised the rate of completed applications by 19% and accepted applications by 124%.

GoodLion Podcast Network

Co-founder/Editor-in-chief // August 2018-Present

- Developed the brand voice and organization of a network of over 30 original podcasts.
- Co-hosts and writes for a weekly podcast that averages 300 downloads per episode.
- Provides guidance with strategy and production to contributing members.

Calvary Chapel Old Bridge

Head Content Strategist // 2018-2019, Copywriter // 2017-2018, Worship/Youth Pastor // 2012-2019

- Wrote all marketing and internal communication documents for multiple non-profit organizations.
- Ghostwrote fifteen articles and hosted a 90-second radio segment with the CEO.
- Writing and editing included radio scripts, print ads, social media copy, and teaching notes.

Education // MA in Theological Studies class of 2018, Veritas International University, Costa Mesa, CA // BA in English with a Philosophy Minor class of 2014, Rutgers University, New Brunswick, NJ

Skillsets // Team Building, Inclusive Leadership, Copywriting & Copyediting, Digital Media Creation, Public Speaking, Social Media Management, Volunteer & Team Administration, Podcast Recording & Production