

Brigid Reilly

Content & Brand Strategist | Writer | Visual Storyteller
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Professional Summary

Content and brand strategist with nearly a decade of experience crafting digital campaigns, video narratives, and brand stories that drive measurable growth. Expertise in SEO, scriptwriting, video direction, and scaling multi-platform content.

Relevant Professional Experience

AllCampus

Senior Content Writer | 04/2022 - Present

- Created high-converting content packages for 200+ educational programs including UCLA, Columbia University and Johns Hopkins University
- Engineered AI-driven email/text campaigns that increased contact rates from 17% to 49%
- Led a Lean process initiative to cut program launch timeline from 30 to 17 days

Content Writer | 10/2019 - 04/2022

- Developed SEO-optimized content for 100+ educational program websites and assets
- Produced career guides in fields from social work to data science

Greater Topeka Partnership

Copywriter | 11/2018 - 10/2019

- Built audience-targeted content increasing reader engagement across digital channels

Creative & Freelance Content Work

- Grew comedy Instagram account (@bucketsbiiiiitch) to 1.1k+ followers and TikTok to 5.4k+ through consistent video content and audience engagement
- Wrote and directed a crowdfunded comedy pilot, successfully raising \$10K via promotional video strategy and social media campaigns (currently in post-production)
- Oversaw all aspects of creative content production for multiple projects: scripting, casting, shooting, editing, and promotion

Skills

Content Strategy: Content Planning, UX Writing, SEO Strategy, Email Marketing, A/B Testing

Creative: Script Writing, Directing, Social Media Video, Video Editing, Fundraising Campaigns

Technical: SEMRush, GA4, Crazy Egg, Wistia, Trello, Google Suite, CMS, Marketing Automation

Professional: Lean Process Optimization, Project Management, Data Analysis, Cross-Functional Collaboration

Certifications and Education

Lean Principles Certification (Purdue University Online, 2024)

Data-Driven Decision Making (Google, 2024)

Foundations: Data, Data, Everywhere (Google, 2024)

Project Management Essentials (Purdue University Online, 2022)

Bachelor of Science in Theatre | Kansas State University