

RICH BERNETT

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Pioneering, Digital Strategist, Content Producer, and Leader, enabling brands to scale operations—by expanding into new markets, growing brand awareness, enhancing communication, and building key differentiators in saturated markets. Known for unique **ability to sell "community" through creative and visual storytelling, brand vision, and messages that resonate.**

Savvy, data-driven strategies in B2B and B2C search engine optimization (SEO) marketing, including new market and multi-channel development. **Analytical, creative, and cross-functional leader**, overseeing several teams. Empowering and mentoring team members for collective success. Powering all aspects of brand strategy/execution, product launches, and **partnerships with national brands, such as National Geographic, Audible, The Smithsonian Institute, Harvard, Comcast, and others.**

PROFESSIONAL EXPERIENCE

WONDRIUM, Remote

5/2022 – 5/2023

Director of B2B & B2C Brand Content Strategy and Management

Visionary leader, developed teams to craft strategic B2B and B2C brand content, spanning social media (Pinterest, Twitter, Reddit, etc.), print, streaming, and video channels (YouTube, web streaming, Over the Top [OTT], in app). Through insightful, data-driven reporting, and lifecycle management, directed and executed creative strategy across social media and various content platforms. Supervised development of B2B and B2C digital content roadmaps and reported vital analytics and strategies to C-Suite leaders. Analyzed key performance indicators, such as return on investment (ROI), customer acquisition cost, consumer insights, and campaign effectiveness to maximize marketing to yield desired outcomes. Leveraged expertise from numerous cross-functional departments, such as Product Development, IT, Intellectual Property, Publications, and data from SEO and social media audits to direct and guide content marketing strategies and decisions.

- Led content strategy and revamp for content marketing website, surpassing 17K daily visits and 30% new service conversions, transitioned content to new brand seamlessly.
- Recruited and managed teams of 40+ specialists and contractors including SEO, web content creation, website hosting, and community moderation to position content to attract customers.
- Amassed 1M+ social media followers through strategic content optimization, using brand awareness initiatives.
- Bolstered email campaigns prospect lists by 150% year-over-year (YOY), through call-to-action narratives.
- Expanded YouTube channel reach, growing from 80K to 500K subscribers in 2-year span, collaborated with subject matter experts, from institutions such as CERN, National Geographic, Harvard, and other prominent universities to enrich content.

THE GREAT COURSES, Remote

12/2015 – 5/2022

Director of Branded Content & Managing Editor

Managed and directed in-house and external teams on optimizing B2B and B2C content marketing strategies, including interactive learning modules, ad campaigns, video updates, and 4K+ articles on a wide variety of subjects. Employed SEO trends, and analytical tools, ensured branding across diverse marketing mediums. Monitored and reported steady growth to C-Suite leaders, offering insights into Key Performance Indicators (KPIs), audience outreach, and content efficacy.

- Oversaw and managed production of 1K+ web articles annually to propel website traffic to 120% YOY, and 20K visits daily, and gaining 1M+ followers across social platforms.
- Engaged with diverse pool of 50+ academic and various industry expert SMEs, providing expertise

on content creation, such as launching “The Great Courses Daily”, magazine-style platform, including quizzes and interactive multimedia content, solidifying brand recognition.

- Rolled out 64-episode podcast which garnered between 10K to 95K listeners each, showcasing 5% uptick in video series sales during podcast releases.
- Pioneered 2 captivating 30-day Learning Challenges in collaboration with National Geographic and The Culinary Institute of America, to drive traffic through “National Geographic Presents the Fundamentals of Photography” and “The Culinary Institute of America’s Lost Art of Cooking.”
 - Facilitated user engagement providing comprehensive toolkits, such as social media engagement templates for sharing progress and activities to enrich user experience.
- Forged B2B marketing strategies that facilitated partnerships with leading content delivery platforms, such as Audible, Amazon Prime, Netflix, Verizon FIOS, Comcast, and Recorded Books, to deliver educational videos, specifically tailored to each.
- Focused B2B content strategy, producing marketing collateral that partnered with brands such as, Johns Hopkins, Scientific American, Harvard-X, and Craftsby, to broaden company’s audience.
- Created innovative global content to accentuate The Smithsonian Institute’s 24-episode video series, “The Great Tours: Washington, D.C.” to capture audience and drive sales.
 - Launched individual landing pages for each episode, with interactive elements, such as polls, quizzes, downloadable maps, and visitor links, resulting in 15% of sales attributed to call-to action content strategy.

THE GREAT COURSES, Virginia

6/2011 – 12/2015

Senior Creative Manager/Brand Marketing B2B & B2C

Developed and managed a team of graphic artists, IP managers, producers, and video editors creating new approach for video products and short-form video marketing campaigns and podcasts, producing hundreds of product promotions for online and OTT distribution. Led all stages of direction and production, including script writing, image research, location filming, and post-production, worked with stakeholders on branding, budget, and deadlines.

- Worked with leaders to produce B2C national commercial campaigns with multiple productions and budgets from \$200K-350K, that positioned company as premier content provider for potential content distributor.
- Directed and produced marketing strategies targeted at partners, such as National Geographic, Smithsonian, Culinary Institute of America, Verizon, and Audible.

THE GREAT COURSES, Virginia

6/2007 – 6/2011

Senior Video Producer

Worked with team of producers, graphic artists, and SMEs to create long-form video content in areas such as liberal arts, how-to content, and other niches.

- Oversaw production and delivery of 80+ hours of monthly content, with team of 4 video editors.
- Trained internal production teams on video editing best practices, graphic tools, and asset management.

EDUCATION & SKILLS

George Mason University, VA

Bachelor of Arts | Graphics, Video, and Communication

Skills: Leadership; Brand Awareness and Marketing; Marketing Content Development; Content, Digital & Social Media Strategy; Multi-Channel Campaign Development; Cross-functional Team Leadership; Project & Program Management; Stakeholder Collaboration; SEO Trend Analysis; Audience Engagement Strategies; Social Media Data Tracking; ROI/KPIs; Multimedia Content; Web Analytics (Google/SEMrush); Wordpress CMS; HubSpot; Editorial Planning & Content Creation; Branding & Campaign Management; Relationship Building & Networking; Financials/Budget Management; Marketing Calendar/Schedule; Interpersonal; MS Office/Mac