Brandon Engle DIGITAL CONTENT & UX STRATEGY

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A results-driven Digital Content and UI/UX strategist with over a decade of experience in crafting member-centric communication and digital content strategies that boost engagement and drive revenue growth. Passionate about leveraging data and empathy to create intuitive user experiences. Known for transforming digital platforms through innovative, data-driven design and measurable ROI.

Core Competencies

- **Content & Digital Marketing:** Content Strategy & Development, SEO/SEM, Email Marketing Campaigns, Google Analytics, Content Management Systems (CMS), Brand Management, A/B Testing, Conversion Rate Optimization (CRO).
- **UI/UX Design:** User Research & Empathy, Wireframing & Prototyping, Visual Design, Interaction Design, Usability Testing, Information Architecture, Responsive Design.
- **Technical Proficiencies:** Sitecore & WordPress CMS, HTML/CSS/JavaScript, Adobe Creative Suite (XD, Figma), MozPro, Litmus, ChatGPT.
- **Project Management & Collaboration:** Agile Scrum Methodology, Cross-Functional Team Leadership, Stakeholder Management, Workflow Optimization.
- **Compliance & Accessibility:** WCAG 2.2, ADA, CCPA.

Professional Experience

Digital Content Manager / Sr. UI/UX Designer
Golden 1 Credit Union, Sacramento, CA | January 2014 – Present

- **Orchestrated** content strategies that aligned with organizational goals, resulting in improved user experience on Golden1.com and mobile platforms.
- **Leveraged** AI assistants to accelerate content creation and personalize messaging, increasing content production efficiency.
- **Pioneered** comprehensive SEO strategies utilizing Moz, which included keyword research, on-page optimization, and A/B testing, leading to improved website visibility and search rankings.
- **Analyzed** website performance using Google Analytics and Google Tag Manager to monitor KPIs and drive continuous improvement.
- **Engineered** a user-friendly UX design system with reusable components, ensuring brand consistency and managing design at scale.
- **Directed** the end-to-end process of email design and development, from coding and UI design to A/B testing and deployment with Cheetah Digital, to maximize sales potential.
- **Maximized** campaign profitability and member satisfaction by providing in-depth journey mapping, UTM tracking, and engagement data analysis.

Senior Communications Manager
VSP Vision Care, Rancho Cordova, CA | August 2012 – October 2013
- **Executed** strategic and complex integrated communications programs targeted at multiple audiences, enhancing member focus.
- **Managed** high-priority communication projects for major strategic initiatives, ensuring timely and effective delivery.

Marketing Communications Consultant
Care Innovations, an Intel GE Company, Roseville, CA | May 2012 – July 2012
- **Developed** compelling landing page content and email campaigns centered on Universal Design for Learning.
- **Authored** a white paper on utilizing the Intel Reader as an accommodation for students with Dyslexia, positioning the company as a thought leader.

Communication Manager
CTB/McGraw-Hill, Monterey, CA | January 2009 – May 2012
- **Directed** all public relations efforts, including press releases, corporate announcements, and CEO messaging, to shape the company's public image.
- **Championed** a PR vision that maximized revenue-generating marketing efforts through strategic awareness campaigns and media placement.

Education and Certifications
- **BS in Journalism and Public Relations**, Cal Poly State University, San Luis Obispo, CA
- **UX Certified**, Nielsen Norman Group
- **Certified Scrum Product Owner**, Scrum Alliance®
- **Introduction to AI**, Marketing Artificial Intelligence Institute

Affiliations
- Member of the User Experience Professionals Association (UXPA) International
- Member of the Association of National Advertisers (ANA)
- Member of the Technology Alliance Group for the Northwest (TAG)