

DEBORAH J. BRANNON

CONTACT

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EDUCATION

HUNTINGDON COLLEGE

Bachelor of Arts in Biology; Mythology
Minor: English
1999-2003

GEORGIA STATE UNIVERSITY

Master of Arts in English
Concentration: Literary Studies
Degree Incomplete
2008-2014

SKILLS

- Operations Management
- Content Strategy & Planning
- Content Development & Copywriting
- Content Creation & Marketing
- Social Media Management
- Branding & Marketing Alignment
- Fact Checking & Research
- Competitor Research
- Keyword Research
- Freelancer Coordination
- Process Improvement & Stability
- Digital Quality Assurance

PROFILE

Working within the publishing industry for the past decade, both on behalf of publishers and authors, I have specialized in the development of powerful content and marketing strategies. My primary skills are operations management, team leadership and collaboration, content creation, copywriting, interviewing and research, process optimization, documentation, curriculum development, customer service, and developmental editing.

WORK EXPERIENCE

CHIEF TRAINING OFFICER

Leaders Press (Feb 2024 - Apr 2024)

Building on my COO experience, I served as an experienced Chief Training Officer with a focus on process development and SOP documentation. My proven track record in collaborating cross-functionally, process improvement and stabilization, curriculum development, and conducting training sessions ensured operational efficiency.

CHIEF OPERATING OFFICER

Leaders Press (Oct 2020 - Feb 2024)

As Chief Operating Officer, I continued building Leaders Press's operational processes from the ground up, additionally taking over vendor management from cover designers to printers to marketing partners. This position included oversight of all publishing directors, writers, editors, and QA specialists, and ensuring the publication process was executed end-to-end. I also focused on process optimization and budget improvement.

SOCIAL MEDIA MANAGER

Various Clients (Mar 2016 - Jun 2021)

As a social media manager, I excelled at generating content for my clients' social media posts, managing their social media calendars, designing visual elements, calibrating for SEO, and doing keyword and competitor research. My clients encompassed many industries, from financial services to artists to bestselling authors to movers.

CONTENT DEVELOPER

Various Clients (Mar 2016 - Jun 2021)

As a content developer, I specialized in writing, editing, and publishing compelling and engaging blogs, articles, press releases, etc., all optimized for SEO. My clients included a beauty professional vendor, a WFH influencer, bestselling authors, and an interior design magazine, among others.