

# Brooke Wylie

Leader and strategist informed by storytelling and inspired by people

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Portfolio: [thebrookewylie.com](http://thebrookewylie.com)

## HIGHLIGHTED EXPERIENCE

### Communications Strategy Group, Denver, CO —

*Creative Director* | NOVEMBER 2018 - PRESENT

*Content Strategist* | JUNE 2017 - NOVEMBER 2018

Lead the agency's team of copywriters, content strategists, designers, art directors, video and web specialists, serving 35+ clients in 10+ industries, supporting roughly 70% of all revenue.

- Launch and develop the creative team at CSG, tripling size in three years
- Introduce new lines of business, products, processes, editorial strategies
- Serve in the agency's Executive Group, working alongside the C-suite
- Support clients across industries, including: technology, consumer, health, financial, education, aerospace and sustainability
- Establish and extend the CSG brand to win new business and new talent
- Spearhead special projects such as:
  - Holiday Retirement's positioning overhaul and content strategy
  - PCL's Employee Value Proposition
  - U.S. Figure Skating's 100th Anniversary campaign
  - Nova Health Administrator's identity and sales enablement
- Develop workshops for brand identity, behavior design, archetypes, personas, expanded customer journey
- Discover and nurture new talent — for both internal team and freelance roster — to maintain the agency's standard of excellence

### Faction Media, Denver, CO — Copywriter & Content Strategist

JUNE 2014 - JUNE 2017

Provided content and brand strategy, created copy and developed campaigns for clients including Hitachi Data Systems, CSC, Avaya, Arrow and Johns Manville. Managed Faction blog, social and brand efforts.

### Examiner.com, Denver, CO — Content Manager

DECEMBER 2011 - JUNE 2014

Managed hundreds of contributors across multiple site verticals. Provided editorial coaching and social support, and wrote news and features.

### BWylie Media, Denver, CO — Freelance Writer & Editor

MAY 2011 - PRESENT

Writing and editing services for a variety of purposes and audiences. Client highlights include Colorado Public Radio, Crested Butte Music Festival, Yogurtland, Andy's Frozen Custard, The Great Online.

## SKILLS

Team Development & Coaching

Content & Brand Strategy

Marketing Automation Strategy

Workshop Development

Cross-Department Collaboration

Project Management Platforms & Processes

## EDUCATION

University of Colorado at Boulder

August 2007- May 2011

News-Ed Journalism, B.S.

Critical Film Studies, B.A.

## REFERENCES

Shannon Fern

Chief Strategy Officer, CSG  
303-667-3553

Molly Anderson

Senior VP, Operations, CSG  
303-579-1512

## OTHER PURSUITS

Member,  
Denver Film Critics Society

Co-Founder,  
[We Write Things](#)

Co-Founder,  
[The Nerd Cabin Initiative](#)