

R. Michael Brown

Content Marketing Strategist | Copywriter | Multimedia Producer

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Professional Summary

Hands-on content marketing pro with over 20 years of experience **driving sales, engagement, and brand growth** through **compelling storytelling, persuasive copy, and multimedia production**. Proven track record in B2C, B2B, B2Govt, and B2Edu sectors, delivering measurable results: Grew social media reach by **14,421%**, boosted website traffic by **26%**, and increased qualified buyers by **329%** while **cutting costs**. Specialties include **brand storytelling, executive communication, email marketing, SEO, and social media**.

Key Achievements

- **Authored eBook "You Are the Media Now."** (Feb 2025) – 8-step system to skyrocket business sales through content marketing.
- **Grew My State MLS Facebook Page** from 300 to 10,128 followers (+14,421% reach) in 11 months, driving membership sales.
- **Launched Palm Beach TV** – Achieved 84% weekly viewership market share with original news and social media strategy.
- **Increased Pulte Homes prospects** from 70K to 300K, selling 4,200+ homes/year while reducing marketing costs by 49%.
- **Produced Motorola's Nextel launch** – Earned Business Week's "Product of the Decade" with multimedia and Web campaign.
- **Won NY Film Festival Award** – Pioneered IBM's multimedia and Web showing the future. Featured on NBC, ABC, Discovery Channel and covers of trade magazines.

Core Competencies

- Content Strategy & Brand Storytelling
- Copywriting (Web, Social, Email, Video, PR, Print)
- SEO & Audience Growth
- Executive Communication & Speechwriting
- Digital Advertising (Google, YouTube, Facebook)
- Multimedia Production & Video Editing
- Press & Media Relations
- Integrated Marketing for Lead Generation & Conversion

Professional Experience

Content Marketing Consultant, Writer & Producer

R. Michael Brown LLC | Jun 2007 – Present. Clients: ROMTech, iCOM, R&R Construction

- Delivered high-conversion content for clients like [R&R Construction \[including new website\]](#), ROMTech; iCOM; Town Center of Boca Raton; South Florida, Houston, and Chicago Agent Magazine; Pine Jog Environmental Center, and many more...
- Wrote and produced press releases, blogs, video scripts, and ad campaigns across all media platforms.
- Boosted SEO rankings and engagement with tailored brand storytelling and social media strategies.

VP Marketing and Communications

My State MLS & Go Home TV | Sep 2021 – Nov 2022

- Led content strategy, growing website [MyStateMLS.com](#) traffic by 26% to 5.2M pageviews and 879K users/month.
- Grew [Facebook Page](#) from under 300 followers to 10,128 (Likes), Page reach from 900 to 1,442,129 [14,421%] in 11 months.
- Launched Go Home TV and scaled YouTube channel to 1,100+ followers and 3,458 watch hours.
- Wrote compelling PR and video content with SEO, landing [MyStateMLS.com](#) on Google's first page.

Director of Communications

Town of Palm Beach Civic Association | Aug 2008 – Aug 2019

- Rebranded organization with new identity, digital platforms, news including "***This Week in Palm Beach***" e-newsletter and web-based and social media newscast.
- Produced video content and campaigns (e.g., [Smart Irrigation with Bob Vila](#)), driving community engagement and modernizing town law.
- Managed 24-27 events/year and grew social media presence by 1200%.

Director of Marketing and PR

PulteGroup (Pulte Homes, DiVosta, DelWebb) | Mar 2002 – Jul 2008

- Spearheaded marketing for 80+ Florida communities, increasing qualified buyers by 329%. Sold over 4,200 homes per year.
- Created in-house agency and wrote all content, from sales pitches to ads, boosting sales efficiency. Lowered marketing cost/home sold from \$7,400/house to \$1,200.
- Implemented first in real estate industry Web home purchases with global Google Ads strategy.

Global Multimedia Marketing Communications Manager

Motorola Solutions | Jan 1995 – Nov 2001

- Launched Nextel (Business Week Magazine "**Product of the Decade**") with global multimedia campaigns.
- Produced award-winning World Wildlife Fund PR campaign and news features from around the world about technologies that aired on Discovery Channel
- Led a \$1.2B sales presentation for the Premier of China, securing international deal.
- Wrote and produced Addy Award winning "**Everyday Heroes.**"

Multimedia Communications Manager

IBM | Mar 1983 – Dec 1994

- Pioneered IBM's first multimedia studio and Web communication, producing "**Vatican Multimedia**" (\$50M sale) and "**Introducing Ultimedia**" (NY Film Festival Award).
- Launched first multimedia computers from IBM.
- Lead speechwriter and multimedia producer for CEO Lou Gerstner; wrote books for **IBM Press** on computer languages and multimedia.

Teaching and Education

MA, Multimedia Communication, Marketing and PR

Barry University | 1992 – 1998

BA, Science and Technology Journalism

Florida Atlantic University

Adjunct Faculty and Education Management

Florida Atlantic University (2024 – Present): Adjunct Teaching Public Speaking

South Florida State College (2024 – Present): Adjunct Teaching Public Speaking

Junior Achievement Palm Beach (2019 – 2020): Director of Operations & Marketing. Pivoted organization in 2 weeks during COVID school districts shutdown to deliver digital virtual K-12 programs at the start of virtual school openings at home. Far exceeded students served goal of 25,500 to 40,874 students, grew social media by over 3,200%.

Miami Dade College (2000 – 2001): Developed and taught as Adjunct News Writing & Reporting, Multimedia Development, and Broadcast Journalism courses.

Technology & Tools

- **Content Marketing:** (Google Suite, Google Analytics, Google Ads, YouTube Ads, Facebook Ads)
- **Media Creation:** (Adobe Premiere, Final Cut Pro, Canva Pro, Photoshop, Video Camera Gear)
- **Email Marketing:** (Constant Contact, MailChimp, Sprout)
- **Web, CRM, Project Mgmt. & Social Media Growth Tools:** (WordPress, HubSpot, Salesforce, Zoho, Asana)