

Brady Evan Walker
Content Strategist | Writer | Digital Media Producer
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Recent Relevant Experience

MakersPlace – Remote | *Premier digital art platform*

Content & Curation Manager (L2)

2023 – 2025

Editorial Lead

2022 – 2023

- **Directed a three-person content team** to create clear, effective campaigns for 30+ product launches, **increasing user engagement by 25%**.
- **Authored 70+ SEO-optimized articles and 250+ artist/collector interviews**, generating a **40% rise in organic traffic**.
- **Launched the YouTube live series 3-2-1**, connecting artists and collectors through candid conversations and achieving a **30% growth in retention rates**.
- **Managed email marketing campaigns**, including weekly exhibition updates, live exhibition alerts, and The Frame, an editorial newsletter that achieved an **average 35% open rate and 15% click-through rate (CTR)**, well above industry benchmarks.
- **Directed the curation of 100+ digital art exhibits**, implementing innovative features that enhanced the user experience and generated over **\$80,000 in gross merchandise sales (GMS)**.
- **Produced 25 podcast episodes**, featuring industry leaders like **Rob Sheridan (former NIN art director)** and actor **Vincent D’Onofrio**, to spotlight creators’ stories and innovations.

Simon Data – Remote | *No-code customer data platform*

Content Manager

2020 – 2021

- **Crafted and published 70+ targeted articles**, attracting **33,000 unique page views in 12 months** by optimizing messaging for niche audience segments.
- **Planned, edited, and launched “The CDP Buyer’s Guide,”** which became the **#2 lead-generation tool** in the company’s marketing funnel, driving measurable engagement.
- **Developed and launched The Weekly Refresh**, Simon’s first industry-focused newsletter, influencing over **500 target accounts** monthly and generating a **15% average email open rate**.

Custora – New York, NY | *Customer analytics platform, acquired by Amperity*

Content Director

2018 – 2019

- **Led a cross-functional team of five** (SEO specialist, content writer, designer, PR, and agency partners) to deliver a multi-channel content strategy.
- **Improved user retention/engagement** by reducing the **bounce rate from 94% to 34%**, achieved through targeted SEO improvements, content updates, and UX-driven design collaboration.
- **Boosted newsletter engagement metrics**, increasing average **open rates by 79%** and **click-through rates by 50%** through iterative A/B testing and design refinement.

Education

- ❖ **University of New Orleans, New Orleans, LA – BA, English, 2007**
- ❖ **HubSpot, Certification – Inbound Marketing, 2017**
- ❖ **Film & Visual Storytelling Experience:** Short films screened at festivals nationwide, including the Williamsburg Independent Film Festival, Blackbird Film Festival, and Malarkey Film Festival.
- ❖ **Ongoing Learning:** Actively exploring AI-driven creative tools and emerging digital marketing trends to stay ahead in a fast-evolving industry.