

Leigh Spencer Brown

SEO Specialist / Content Strategist / Copywriter

Curious, motivated, and thoughtful SEO analyst, content strategist, and copywriter. Brings Imagineering expertise, critical thinking, and vibrant storytelling to every project. Passionate, collaborative, dedicated, and always learning.

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RELEVANT EXPERIENCE

SEO Specialist / Copywriter

Padilla Innovations, LLC 2019 - present

- SEO implementation for multiple brand sites
- SEO-based content development & creation
- Teamwork & thoughtful communication with marketing & web design teams
- Market & keyword research
- Keyword strategy development with marketing team

SEO Specialist

High Seas Treehouse, LLC 2017 - present

- SEO implementation for all current listings on Shopify eCommerce platform
- Keyword research & brand strategy
- Content development & copywriting
- Proofreading

Senior Show Lighting Designer

Walt Disney Imagineering 2019 - 2020

- Met layered & changing deadlines in fast-paced creative environment
- Creative problem solving within strict technical & brand requirements
- Used technology & art to tell compelling stories
- Close coordination with many disciplines
- Strict IP/brand protection & confidentiality

Lighting Designer / Production Specialist

Visual Terrain, Inc. 2014 - 2019

- Continually shared complex data sets between Excel, Filemaker database, & various drawing programs
- Translated clients' project needs into beautiful, functional designs, combining art & technology

SKILLS

Curiosity	Critical Thinking
Creativity	Problem Solving
Teamwork	Adaptability
Positivity	Dedication
Written Communication	Verbal Communication
Thoroughness	Attention to Detail
Time Management	Prioritization
Efficiency	Working to Deadlines
Leadership	Learning

TECH PROFICIENCIES

Google Analytics	Wix
Shopify	Amazon
Microsoft Office Suite	Excel
Mac Office Suite	Google Office Suite
Adobe Suite	Photoshop
Editing Software	CADrafting Software

EDUCATION

Lincoln Center for the Performing Arts, New York, NY
Hemsley Intern of Lighting, 2009 - 2010

University of Tennessee, Knoxville, TN
MFA, Lighting Design, 2006 - 2009

Centre College, Danville, KY
BA, Drama, Music, 2000 - 2004

INTERESTS

Running, Camping, Hiking, Nature, Choral Singing, Storytelling, Gaming, Opera, Photography, Light

(more information or references available upon request)