

John Brown

Biography

John Brown's 30 years' experience as a marketer inform his love of writing and content development.

John has deep experience in brand development, content strategy, copywriting, marketing and promotions management, non-profit governance and fundraising, and organizational operations. His client work has focused on content development for legal professionals, financial services firms, tech start-ups, commercial real estate developers, insurance providers and non-profit social advocacy groups.

He has significant experience working with C-suite executives to develop effective communication strategies and content. His work with business leaders includes creating thought leader content, byline articles, award and recognition submissions, op-ed pieces and web profiles.

John's corporate experience includes 15-years leading CNN's Sales Marketing team in developing and executing industry-leading, integrated marketing and promotional campaigns. His genuine interest in a wide variety of businesses fuels his passion for writing and storytelling. John served as an officer in the US Navy and began his career in public relations.

He believes strongly that words and good writing form the basis for truly effective communications. The right words define a brand and set the course for a business's direction and success.

John shares his passion for writing as an instructor at Emory University's Osher Lifetime Learning Institute.

When he's not behind the keyboard, John is an avid cyclist and enthusiastic cook. He and his husband live in Atlanta.