

Lucas Ligon-Bruno | Head of Content

ABOUT ME

In 11 years with 16Personalities, I grew from volunteer proofreader to leading a team of writers to working alongside the CEO as Director of Strategy, Research, and Business Operations. My teams led the way to a globally recognized digital platform with 30 million monthly visitors and revenue growth to match.

WORK EXPERIENCE

NERIS Analytics Limited/16Personalities | Remote

Director of Strategy, Research, and Business Operations

January 2025 – June 2025

Defined business strategy and supported content and product teams with analytics. Outlined new products and conducted cultural research to expand in underperforming regions. Pricing research led to a doubling of B2B conversion rate.

Writing/Content Team Lead

July 2017 – January 2025

Integrated AI tools into the content workflow, increasing efficiency while maintaining high quality. Scaled user engagement from 30 million tests taken to over 1.4 billion through a robust content and SEO strategy, maintaining conversion rates throughout massive growth.

Proofreader/Editor/Writer

April 2014 – July 2017

Began as a volunteer proofreader, then paid editor, and then writer. Authored the cornerstone content that established the brand's authority, serving as the core driver of organic traffic and remaining a top-performing asset a decade after publication.

EDUCATION

North Seattle College

Spring 2026 (expected)

Psychology emphasis to supplement my leadership and content skillsets.

Western Governors University

January 2021 – July 2022

Business Administration emphasis to supplement my leadership skillset.

REFERENCES AVAILABLE

CONTACT

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SKILLS

- Leadership, Communication, Collaboration, and Culture:***

Mentoring, team culture, negotiations, interviews, conflict resolution, cross-functional collaboration, and executive advisory

- AI, Content, and SEO:***

AI content, SEMrush, Google Search Console, planned and monitored article and newsletter campaigns, keyword strategies, SEO best practices, A/B testing, user personas, feedback analysis

- Operations and Project Management:***

Asana, Linear, project management, roadmaps, planning, and coordination with developers, leadership, and customer support

- Business Intelligence, Data, and Analytics:***

Google Analytics, Looker, Tableau, BigQuery, AI analysis, competitor research

I'm excited to continue learning new skills.

Lead with curiosity, kindness, and intention.