

# GARRETT BROWN

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## SUMMARY

Strategic and visionary media professional with extensive expertise in social media management, content innovation, digital storytelling, and audience development. Proven capacity to orchestrate and lead comprehensive communication strategies that amplify brand visibility and increase digital engagement. Adept at navigating high-pressure environments within sports media, broadcasting, and religious organizations, delivering consistent results through analytics-informed decisions and multimedia mastery. Demonstrates exemplary interpersonal communication, collaborative leadership, and technical fluency to convert abstract ideas into compelling digital experiences. Committed to using creative intelligence and digital fluency to cultivate meaningful online communities and elevate brand voice across platforms.

## MY SKILLS

Operational	Content Strategy, Digital Scheduling, Brand Alignment, Community Growth, Campaign Execution, Audience Retention, Workflow Optimization, Communication Planning, Platform Integration, Insight Analysis, Editorial Calendars, Performance Monitoring, Outreach Coordination, Target Messaging, Social Campaigning, Influencer Relations, Engagement Metrics, Event Coverage, Narrative Design, Visual Curation
Technical	Social Analytics, Adobe Photoshop, Video Editing, Content Systems, CapCut Software, Web Management, Podcast Tools, SEO Tools, Streaming Technologies, Canva Graphics, Data Visualization, Facebook Suite, Instagram Tools, X Management, Digital Metrics, Multimedia Software, Content Automation, CMS Platforms, Graphic Production, Email Marketing
Leadership & Communications	Digital Leadership, Strategic Thinking, Crisis Messaging, Storytelling Strategy, Collaborative Management, Brand Stewardship, Vision Execution, Stakeholder Alignment, Audience Insights, Coaching Mentorship, Public Relations, Persuasive Speaking, Media Training, Performance Direction, Cross-Team Communication, Community Engagement, Executive Support, Team Development, Communication Planning, Conflict Mediation

## EDUCATION

### Bachelor of Arts in Journalism

Georgia State University | 2015 – 2019

## PROFESSIONAL EXPERIENCE

### Social Media Manager

New Birth Missionary Baptist Church – Atlanta, GA

October 2024 – Present

- Administer and enhance the church’s digital presence across Facebook, Instagram, and X platforms
- Design strategic content calendars that align spiritual messaging with digital marketing best practices
- Collaborate with pastoral and creative teams to maintain a cohesive brand narrative
- Moderate community feedback and interaction across channels, fostering digital fellowship
- Manage web content updates and integrate multimedia for weekly engagement
- Utilize analytics to track growth, impressions, and follower conversion
- Innovate new approaches for community outreach through livestream and multimedia assets

- Guide internal team members on brand guidelines and digital communications strategy

### **Social Media Manager**

*The Lead Sports Media*

*March 2023 – Present*

- Spearhead end-to-end social strategy including engagement tracking, visual production, and brand expansion
- Direct cross-platform storytelling and ensure unified voice across all media channels
- Collaborate with design and editorial departments for creative development of sports coverage
- Execute interactive campaigns, contests, and polls to increase user participation
- Leverage digital tools to analyze KPIs and report ROI of content distribution
- Develop compelling video highlights, graphic stories, and branded content series
- Ensure up-to-date coverage of breaking sports news with real-time responsiveness
- Increase brand awareness and audience loyalty through consistent digital cadence

### **On-Air Personality & Producer**

*Kluster Radio Media*

*May 2019 – Present*

- Host and produce weekly radio segments with original editorial content and high listener retention
- Lead creative production efforts including scripting, editing, and post-production
- Increase listenership by 20% through curated show formats and audience interaction
- Coordinate on-air guests, community partners, and co-hosts for compelling programming
- Standardize back-end production systems to boost studio productivity by 15%
- Manage phone operations and live interaction with audience members
- Cultivate loyalty through emotional storytelling and interactive digital initiatives
- Mentor junior producers and interns in production technique and audience analysis

### **Atlanta Hawks Mediacaster**

*Pro Sports Fans*

*October 2023 – February 2025*

- Amplified Atlanta Hawks' digital footprint by 50–75% through creative engagement tactics
- Delivered live game updates, injury reports, and commentary using X and Threads
- Developed branded media campaigns including real-time video recaps and GIF storytelling
- Integrated fan insights into engagement strategy to create more personalized content
- Employed live-streaming and audience polls to increase interactive participation
- Collaborated with content teams on timing and optimization of coverage posts
- Implemented sports-centric SEO and hashtag strategy to maximize reach
- Curated post-game visual summaries with advanced editing tools

### **Intern**

*Kluster Radio Media*

*May 2019 – August 2019*

- Supported the on-air team in pre-production research and guest coordination
- Assisted in scripting, producing, and co-hosting weekend programming
- Organized incoming communications and prioritized listener inquiries
- Developed brand-forward digital content including social posts and audio teasers

- Improved operational efficiency by standardizing daily broadcast processes
- Contributed to digital strategy during high-audience seasonal campaigns
- Gained immersive training in radio journalism and real-time content creation
- Assisted in social media asset production and scheduling

### **Sports Reporter**

*Neo Network*

*August 2016 – January 2017*

- Composed and edited news stories and long-form features across collegiate sports
- Conducted interviews and produced in-depth profiles of student athletes and coaches
- Created compelling multimedia content, including highlight reels and graphic overlays
- Delivered live reports and pre-recorded segments for digital platforms
- Contributed to weekly editorial meetings and story pitching
- Maintained journalistic integrity and editorial accuracy under tight deadlines
- Leveraged digital tools for transcription, editing, and audience targeting
- Published reports on emerging trends in sports culture and fan behavior

### **Sports Blog Writer & Social Media Handler**

*Atlanta Hawks Talk Blog*

*August 2015 – June 2017*

- Authored long-form analysis and fan-centric content on the Atlanta Hawks' performance
- Increased traffic and engagement by 30% through strategic hashtag and tagging systems
- Implemented a social media calendar to promote blog articles across channels
- Created multimedia enhancements, including player interviews and live-tweet recaps
- Developed a consistent and witty brand voice across digital assets
- Utilized data analytics to inform weekly post timing and visual themes
- Produced interactive graphics and polls to boost user involvement
- Strengthened SEO effectiveness and increased blog readership by 40%

## **CORE QUALIFICATIONS**

- Adept at crafting and executing multichannel digital communication strategies
- Skilled in multimedia content development, including video, graphics, and podcasting
- Experienced in web and social analytics to inform audience engagement tactics
- Proficient in managing live coverage and real-time social media storytelling
- Strong grasp of brand consistency, visual identity, and tone across platforms
- Exceptional at collaborative leadership within cross-functional creative teams
- Familiar with SEO, digital optimization, and performance marketing tools
- Demonstrated history of scaling social media presence for major organizations
- Accomplished in managing and automating digital workflows for content scheduling
- Deep understanding of audience behavior, content performance, and digital trends

## **CERTIFICATIONS**

- Meta: Social Media Management
- Meta: Introduction to Social Media Marketing
- Academy Accreditation (Databricks): Generative AI Fundamentals