

GARRETT BROWN

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SUMMARY

Strategic and visionary media professional with extensive experience in social media management, content creation, digital storytelling, audience development, and multimedia production. Proven ability to craft and execute communication strategies that elevate brand presence, increase digital engagement, and build meaningful connections across diverse audiences. Skilled in navigating fast-paced environments within sports media, broadcasting, live production, and faith-based communications, while consistently delivering high-quality content and measurable impact. Combines creative insight, strong communication, collaborative leadership, and digital fluency to transform ideas into compelling media experiences across platforms.

MY SKILLS

Operational	<ul style="list-style-type: none">• Content Strategy • Editorial Calendar Management • Campaign Execution • Audience Development• Community Engagement • Brand Alignment • Workflow Optimization • Performance Monitoring • Communication Planning • Insight Analysis • Target Messaging • Social Media Scheduling
Technical	<ul style="list-style-type: none">• Social Media Analytics • Adobe Creative Suite • Canva • CapCut • Video Editing • CMS Platforms • WordPress • SEO Tools • Meta Business Suite • Meta Ads Manager • Microsoft Office 365 • Google Workspace • AI Workflow Tools
Leadership & Communications	<ul style="list-style-type: none">• Strategic Communication • Storytelling • Cross-Functional Collaboration • Stakeholder Alignment • Brand Stewardship • Public Speaking • Team Collaboration • Audience Insight Development • Media Relations • Community Building • Persuasive Communication • Creative Direction

PROFESSIONAL EXPERIENCE

Senior Contributor

FanSided

December 2025 – Present

- Produce timely Atlanta Hawks coverage through news, analysis, and feature content for digital audiences
- Research team developments, roster movement, injuries, and league trends to create relevant stories
- Write clear, engaging articles that turn complex basketball topics into accessible content
- Develop story ideas based on trending topics, audience interest, and editorial priorities
- Apply SEO, headline writing, and content formatting strategies to improve visibility
- Maintain accuracy, consistency, and strong judgment in a fast-paced publishing environment
- Collaborate with editors to refine content and support timely publication
- Share published work across digital platforms to expand reach and audience engagement

Atlanta Hawks Beat Writer

Last Word on Sports

October 2025 – Present

- Cover the Atlanta Hawks through game recaps, features, analysis pieces, and timely news-driven reporting
- Write digital articles that break down team performance, roster developments, and broader league storylines
- Translate complex basketball topics into clear, engaging content for everyday readers and dedicated fans
- Maintain editorial accuracy, consistency, and deadline discipline in a fast-moving sports media environment
- Contribute story ideas that align with trending conversations and audience interest around the Hawks
- Support article visibility through strong headlines, formatting, and search-friendly writing practices
- Share published work across social platforms to expand readership and strengthen audience engagement
- Collaborate with editors and content teams to ensure quality, relevance, and timely publication

Social Media Manager & Co-Online Director

New Birth Missionary Baptist Church

October 2024 – Present

- Lead social media strategy and digital communication across the organization's online platforms
- Manage content planning, publishing, captions, and audience engagement across key digital channels
- Assist live broadcasts for weekly services, special events, and organization-wide programming
- Monitor livestream quality, viewer experience, comments, and platform performance on Facebook and YouTube
- Create and schedule graphics, videos, reels, announcements, and promotional content for digital audiences
- Partner with leadership, media, creative, and production teams to align messaging and content execution
- Support real-time online engagement by monitoring audience activity during live broadcasts and events
- Track content performance and audience trends to improve reach, engagement, and online community growth

Social Media Manager

The Lead Sports Media

March 2023 – Present

- Oversee social media strategy, publishing, and audience engagement across multiple sports-focused platforms
- Create and distribute platform-specific content that strengthens brand identity and expands digital reach
- Produce graphics, videos, captions, and campaign concepts designed to increase visibility and interaction
- Cover trending sports conversations and breaking news with timely and audience-aware content execution
- Collaborate with writers, designers, and creators to support cohesive storytelling across channels
- Track engagement trends and content performance to guide strategy and future creative decisions
- Build interactive campaigns, polls, and fan-driven content that encourage participation and loyalty
- Help grow community connection through a consistent, recognizable, and engaging brand voice

On-Air Personality & Producer

Kluster Radio Media

May 2019 – Present

- Host and produce radio programming centered on commentary, storytelling, and audience engagement
- Develop show concepts, scripts, talking points, and segment structures for live and recorded content
- Lead production workflows including planning, recording, editing, and post-production coordination
- Conduct interviews and facilitate conversations that keep programming dynamic and listener-focused
- Blend on-air presentation with behind-the-scenes production support to maintain smooth execution
- Create promotional content that extends programming into digital and social media spaces
- Engage listeners through interactive discussion, audience participation, and compelling delivery
- Contribute to the creative direction and consistency of station programming and content strategy

Atlanta Hawks Digital Content Producer

Pro Sports Fans

October 2023 – February 2025

- Produced digital coverage of the Atlanta Hawks through live updates, commentary, and social-first storytelling
- Shared timely content around games, injuries, roster developments, and breaking team news
- Created post-game visuals, recaps, and platform-ready media assets tailored to sports audiences
- Helped strengthen audience interaction through live coverage, polls, and real-time fan conversation
- Supported brand growth by aligning content with the pace and interests of digital basketball communities
- Worked with content teams to optimize post timing, format, and engagement opportunities
- Used trend awareness, hashtags, and audience behavior insights to improve visibility and reach
- Balanced speed, creativity, and accuracy while covering a fast-moving NBA news cycle

Intern

Kluster Radio Media

May 2019 – August 2019

- Supported station programming through research, production assistance, and on-air collaboration
- Assisted with pre-show planning, segment development, and guest coordination
- Helped script and produce weekend programming for broadcast and digital promotion
- Managed audience communications and supported listener interaction during live programming
- Contributed social content and audio teasers that extended show visibility beyond radio
- Learned and applied broadcast workflows in a live production environment
- Assisted with daily operational tasks that helped keep programming organized and efficient
- Built foundational experience in radio journalism, content creation, and audience-facing storytelling

EDUCATION

Bachelor of Arts in Journalism

Georgia State University | 2015 – 2019

CORE QUALIFICATIONS

- Proven ability to create and execute multichannel digital communication strategies
- Skilled in multimedia storytelling across video, graphic design, audio, and social content
- Experienced in leveraging web and social analytics to shape audience engagement and content decisions
- Proficient in live coverage, real-time publishing, and social-first storytelling
- Strong command of brand voice, visual consistency, and platform-specific communication
- Collaborative professional with experience contributing across cross-functional creative teams
- Well-versed in SEO, digital optimization, and performance-driven content strategy
- Demonstrated success in expanding digital reach and building engaged online communities
- Experienced in streamlining content workflows, scheduling, and digital publishing operations
- Strong understanding of audience insights, content performance, and evolving media trends

HONORS & CERTIFICATIONS

- Contributor of the Month: *The Lead Sports Media* | January 2026
- Meta: *Social Media Marketing Professional* | September 2025
- Meta: *Digital Marketing Associate* | August 2025
- Google: *AI Essentials Specialization* | August 2025
- Databricks: *Generative AI Fundamentals* | April 2025