

GARRETT BROWN

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PROFESSIONAL EXPERIENCE

SENIOR CONTRIBUTOR, FANSIDED (SOARING DOWN SOUTH) | DECEMBER 2025 - PRESENT

- Produce timely digital content on the Atlanta Hawks, NBA trends, roster movement, draft storylines, and live-game developments.
- Research social conversations, fan sentiment, analytics, and league trends to pitch timely, audience-focused story ideas.
- Apply SEO strategy, headlines, CMS workflows, and editorial feedback to improve clarity, visibility, and engagement.
- Monitor real-time news, audience reaction, and digital trends to support timely publishing and content planning.
- Use AI-assisted research and workflow tools to support content planning while maintaining accuracy and brand standards.

ATLANTA HAWKS BEAT WRITER, LAST WORD ON SPORTS | OCTOBER 2025 - PRESENT

- Write digital coverage focused on team developments, player evaluation, roster construction, performance, and league storylines.
- Monitor social conversations, press updates, real-time NBA news, and trends to identify timely content opportunities.
- Translate basketball developments, roster strategy, and performance data into clear content for digital sports audiences.
- Apply attention to detail, editorial judgment, sourcing awareness, and brand standards before publishing.
- Develop story angles based on audience interest, trending topics, newsroom priorities, and digital conversations.

SOCIAL MEDIA MANAGER, NEW BIRTH MISSIONARY BAPTIST CHURCH | OCTOBER 2024 - PRESENT

- Manage digital content and social communication across Facebook, Instagram, YouTube, and other online platforms.
- Create announcements, graphics, captions, community updates, and promotional content aligned with brand messaging.
- Coordinate with internal teams to gather assets, prepare announcements, and ensure content follows timing and tone.
- Support livestream and broadcast operations through online presentation, audience interaction, and real-time communication.
- Use engagement and performance insights to improve messaging, posting timing, and digital reach across platforms.

SOCIAL MEDIA MANAGER, THE LEAD SPORTS MEDIA | MARCH 2023 - PRESENT

- Manage daily social content, scheduling, publishing, and engagement across Instagram, X, TikTok, and Facebook.
- Create captions, graphics, short-form video, live coverage posts, and fan content aligned with brand voice.
- Monitor comments, mentions, trends, breaking news, and audience reactions to support online community engagement.
- Track post performance, engagement, and content trends to improve organic reach, campaigns, and platform strategy.
- Collaborate with writers, editors, designers, and contributors to gather assets and support cross-platform campaigns.

RESERVATION & TECHNOLOGY INNOVATION FIELD TEAM, DELTA AIR LINES | SEPTEMBER 2023 - JANUARY 2026

- Supported innovation workstreams by gathering frontline feedback, identifying issues, and translating user needs into insights.
 - Partnered with cross-functional teams to support workflow improvements, tool adoption, process updates, and change management.
 - Organized feedback themes, tracked recurring issues, and contributed to continuous improvement across customer-facing workflows.
 - Communicated updates clearly while following guidelines, escalation processes, and professional service standards.
 - Assisted UAT by documenting defects, validating fixes, confirming updates, and supporting readiness before rollout.
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TECHNICAL SKILLS

- Social media content creation, scheduling, publishing, community engagement, and content calendar management
 - Platform experience across Instagram, TikTok, X, Facebook, YouTube, LinkedIn, Threads, and digital communities
 - Social media analytics, organic performance tracking, KPI reporting, engagement insights, and campaign performance review
 - Content creation tools including Canva, Adobe Creative Suite, Adobe Premiere Pro, CapCut, DJI mobile videography equipment, and short-form video editing tools
 - Social media management and publishing tools including Meta Business Suite, Hootsuite, WordPress, CMS platforms, and Google Analytics
 - Brand voice alignment, comment monitoring, escalation awareness, reputation management, and audience communication
 - Cross-functional collaboration, campaign support, creative asset coordination, deadline management, and attention to detail
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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
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EDUCATION

GEORGIA STATE UNIVERSITY, 2015-2019

- Bachelor of Arts | Journalism