

GARRETT BROWN

📍 ATLANTA, GA | 📞 (678) 709-7078 | ✉️ GARRETTMIKHAIL@GMAIL.COM | 🔗 [LINKEDIN.COM/IN/GARRETTBROWNOFFICIAL](https://www.linkedin.com/in/garrettbrownofficial)

PROFESSIONAL EXPERIENCE

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

- Write timely digital stories on Atlanta Hawks news, roster moves, league updates, and trending NBA storylines for online audiences.
- Develop headlines, SEO elements, story angles, and CMS-ready copy while maintaining accuracy, clarity, and editorial standards.
- Translate complex team developments, league movement, and roster strategy into clear, organized content for digital readers.
- Monitor news cycles, social trends, audience response, and analytics to identify timely content opportunities and improve messaging.
- Produce polished digital content under tight deadlines using research, sourcing awareness, copy editing, and editorial feedback.

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

- Produce digital coverage on Hawks news, player evaluation, roster strategy, league trends, and team developments for online readers.
- Write accurate, organized, and editorially sound copy under deadline pressure while applying strong research and sourcing judgment.
- Translate performance data, team updates, and NBA developments into clear stories that improve reader understanding and engagement.
- Collaborate within editorial workflows to refine headlines, strengthen copy, and deliver polished digital stories for publication.
- Improved reader engagement by 15% through timely coverage of team developments, performance data, and audience-focused story selection.

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

- Manage digital communications across Facebook, Instagram, YouTube, and other platforms for announcements, livestreams, and campaigns.
- Create captions, graphics, short-form video concepts, and real-time messaging aligned with brand voice and audience needs.
- Spearhead content strategy contributing to 60K+ Instagram follower growth through storytelling and consistent publishing.
- Collaborate with internal teams to support event communications, digital presentations, multimedia content, and campaign execution.
- Use reach, engagement, timing, and audience insights to refine social copy and strengthen content performance.

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

- Develop social-first content across Instagram, X, TikTok, and Facebook, including captions, graphics, short-form video concepts, and live posts.
- Write platform-native copy tailored to channel voice, audience behavior, creator-style storytelling, and digital trends.
- Generated 500K+ impressions in four weeks through real-time content execution, trend monitoring, and audience engagement.
- Collaborate with writers, editors, designers, and contributors to gather assets and support consistent cross-platform storytelling.
- Track trends, engagement patterns, and audience response to identify content opportunities and improve performance.

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

- Created operational support communications explaining tool updates, system issues, workflow changes, and solutions for frontline users.
 - Translated technical workflows, system enhancements, and digital tool changes into clear, accessible content for non-technical audiences.
 - Supported digital tool rollouts by documenting defects, gathering user feedback, validating fixes, and communicating adoption updates.
 - Served as a liaison between frontline users, operational leaders, and technology partners to identify process gaps and support solutions.
 - Organized feedback, clarified technical processes, tracked project updates, and supported change communications for system enhancements.
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TECHNICAL SKILLS

- Social content creation & creator-style storytelling (captions, scripts, short-form video concepts, campaign messaging, voiceover copy)
 - Social platforms & community engagement (TikTok, Instagram, LinkedIn, YouTube, X, Facebook, Threads)
 - Creative & publishing tools (Canva, Adobe Creative Suite, CapCut, Meta Business Suite, Hootsuite, WordPress, CMS workflows)
 - Content strategy & campaign support (creative briefs, content calendars, platform-native copy, event content, audience targeting)
 - Analytics & reporting (reach, impressions, engagement rates, audience insights, Google Analytics, performance tracking)
 - Technical communication & documentation (tool updates, workflow changes, process communications, support content, user feedback)
 - Microsoft Office & AI tools (Microsoft Office Suite, Google Workspace, AI applications)
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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