

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 Targeting, Workflow Optimization, Communication Planning, Platform Integration, Insight Analysis, Editorial Calendars, Performance Monitoring, Outreach Coordination, Target Messaging, Social Campaigning, Influencer Relations, Engagement Metrics, Paid Campaign Management, 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, Microsoft Office Suite, Multimedia Software, Content Automation, CMS Platforms, Graphic Production, Email Marketing, Meta Ads Manager
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, Actionable Insights, Team Development, Communication Planning, Conflict Mediation

PROFESSIONAL EXPERIENCE

Atlanta Hawks Beat Writer

Last Word On Sports

October 2025 – Present

- Provide comprehensive coverage of the Atlanta Hawks through game recaps, player features, and behind-the-scenes storytelling that inform and engage readers
- Deliver analytical and insight-driven content on team performance, player development, and league trends to enhance audience engagement
- Write and edit high-quality articles for digital publication, ensuring accuracy, clarity, and alignment with editorial standards and deadlines
- Promote content across social media channels to expand readership, engage fans, and contribute to the outlet’s digital growth strategy
- Collaborate with multimedia teams and content creators to produce social-first videos, scripts, and captions that increased fan engagement across X, Instagram, and Threads
- Implement SEO best practices by integrating key phrases, metadata, and formatting to increase visibility and audience reach

Social Media Manager

New Birth Missionary Baptist Church

October 2024 – Present

- Oversee and grow New Birth's digital ministry across Facebook, Instagram, X, YouTube, and web platforms, expanding the nonprofit organization's global online reach and engagement
- Design and implement strategic content calendars that merge faith-based messaging with data-informed digital marketing tactics
- Partner with pastoral leadership, media, and creative teams to maintain brand consistency and deliver compelling, story-driven digital content
- Direct online worship experiences and live stream production, optimizing quality, accessibility, and viewer participation
- Manage website updates, multimedia assets, and cross-platform content distribution to drive continuous audience engagement
- Lead and train internal teams on brand standards, social media best practices, and emerging communication tools
- Develop innovative digital outreach campaigns to strengthen discipleship, connection, and community within the virtual congregation

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
- Ensure up-to-date coverage of breaking sports news with real-time responsiveness
- Develop compelling video highlights, graphic stories, and branded content series
- Increase brand awareness and audience loyalty through consistent digital cadence
- Oversee creator collaborations to develop authentic, platform-optimized campaigns across X, Instagram, and TikTok

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

- Conducted interviews and developed in-depth multimedia profiles spotlighting Georgia State student-athletes, coaches, and campus sports culture
- Created engaging digital content, including highlight reels, social graphics, and on-camera segments, aligned with university brand identity and audience engagement goals
- Delivered live reports and pre-recorded features across digital platforms, ensuring clear storytelling and production quality
- Collaborated in weekly editorial meetings to pitch, plan, and refine sports coverage in alignment with Georgia State Athletics communications strategy
- Maintained journalistic integrity, editorial accuracy, and professionalism under tight production deadlines
- Utilized digital tools for transcription, video editing, and social media optimization to target and expand audience reach
- Researched and published reports analyzing emerging trends in sports media, fan behavior, and digital storytelling techniques

EDUCATION

Bachelor of Arts in Journalism

Georgia State University | 2015 – 2019

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: Digital Marketing Associate
- Meta: Social Media Marketing Professional
- Google: AI Essentials Specialization