

# GARRETT BROWN

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## PROFESSIONAL EXPERIENCE

### **SENIOR NBA WRITER, FANSIDED (SOARING DOWN SOUTH) | DECEMBER 2025 - PRESENT**

- Drove a 20% increase in audience engagement through timely, SEO-driven Atlanta Hawks and NBA coverage.
- Apply SEO strategy, headline optimization, and CMS workflows to improve article visibility, search performance, and reader reach.
- Monitor breaking news, social trends, analytics, and fan engagement to identify timely, high-interest digital story opportunities.
- Use AI-assisted tools to support research, content planning, workflow efficiency, and accurate deadline-driven story development.
- Develop original analysis and audience-focused content around Hawks roster strategy, player development, draft coverage, and NBA storylines.

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

- Write digital coverage on Atlanta Hawks news, player evaluation, roster construction, performance trends, and broader NBA developments.
- Track press updates, social conversations, and real-time league news to develop timely stories for digital sports audiences.
- Produce clean, accurate copy under deadline pressure while following editorial standards, sourcing awareness, and brand voice.
- Develop story angles based on audience interest, trending topics, newsroom priorities, and digital performance opportunities.
- Improve reader engagement by 15% through clear, audience-focused coverage of team developments, roster strategy, and performance data.

### **SOCIAL MEDIA MANAGER & CO-ONLINE DIRECTOR, NEW BIRTH CHURCH | OCTOBER 2024 - PRESENT**

- Oversee social media content, digital messaging, and online community engagement across Facebook, Instagram, YouTube, and additional platforms.
- Develop audience-focused content strategies that support ministry initiatives, live events, announcements, and weekly worship experiences.
- Contributed to 60K+ Instagram follower growth through consistent storytelling, platform-specific content, and engagement-focused communication.
- Support livestream production by managing online presentation, real-time updates, viewer engagement, and digital service flow.
- Collaborate with ministry leaders and internal teams to coordinate assets, schedule posts, and maintain brand voice across digital channels.

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

- Manage daily social content, scheduling, publishing, and engagement across Instagram, X, TikTok, Facebook, and other platforms.
- Create captions, graphics, short-form video, live coverage posts, and fan-focused content aligned with brand voice and audience interest.
- Monitor comments, mentions, trends, breaking news, and audience reaction to support real-time community engagement.
- Drive daily social content strategy and audience engagement, generating 500K+ impressions in four weeks through platform growth initiatives.
- Collaborate with writers, editors, designers, and contributors to gather assets and support cross-platform content campaigns.

### **RESERVATION TECHNOLOGY & INNOVATION SPECIALIST, DELTA AIR LINES | SEPTEMBER 2023 - JANUARY 2026**

- Served as a liaison between frontline teams and technology partners to support communication, workflow improvements, and digital tool rollouts.
- Translated frontline feedback into actionable insights that helped improve internal tools, operational messaging, and user adoption.
- Supported user acceptance testing by identifying system issues, documenting defects, and validating fixes before broader implementation.
- Helped develop structured communications around technology updates to improve clarity, adoption, and consistency across frontline teams.
- Partnered with cross-functional teams to connect employee feedback, customer experience needs, and digital tool enhancements.

## TECHNICAL SKILLS

- Content creation and brand storytelling (long-form writing, blogs, brand narratives, external-facing copy)
- Social media strategy (content calendars, campaign planning, live coverage, audience engagement)
- Creative asset editing (Adobe Creative Suite, Canva, CapCut, DJI Osmo Pocket 3/Mobile 7P)
- Publishing and analytics (WordPress, CMS platforms, Meta Business Suite, Hootsuite, Google Analytics)
- Brand communications (copywriting, promotional messaging, brand voice, campaign execution)
- Collaboration tools (Microsoft Office Suite, Google Workspace, Slack)

## 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

## EDUCATION

### **GEORGIA STATE UNIVERSITY, 2015-2019**

- Bachelor of Arts | Journalism