

GARRETT BROWN

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PROFESSIONAL EXPERIENCE

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

- Produce timely Atlanta Hawks and NBA digital stories focused on news, roster moves, draft coverage, and trending league storylines.
- Apply SEO strategy, headline writing, CMS workflows, and editorial feedback to improve clarity, visibility, and reader engagement.
- Monitor real-time news, fan reaction, analytics, and social trends to identify timely, audience-focused story opportunities.
- Use AI-assisted tools to support research, content planning, workflow efficiency, and story development while maintaining accuracy.
- Write clean, organized copy under deadline pressure while aligning coverage with audience interest and editorial standards.

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

- Write digital coverage on 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.
- Translate team developments, roster strategy, and performance data into clear content for online readers.

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 graphics, captions, announcements, community updates, and promotional content aligned with brand messaging and audience needs.
- Support livestream and broadcast operations through online presentation, audience interaction, and real-time communication.
- Coordinate with internal teams to gather assets, prepare announcements, and ensure content follows timing, tone, and platform standards.
- Use engagement and performance insights to improve messaging, posting timing, digital reach, and platform effectiveness.

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.
- Track post performance, engagement trends, and content insights to improve organic reach, timing, and platform strategy.
- 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

- Gathered frontline feedback, identified recurring workflow issues, and translated user needs into actionable digital tool insights.
 - Supported tool adoption, process updates, change management, and communication for customer-facing technology improvements.
 - Partnered with cross-functional teams to organize feedback themes, track issues, and support workflow improvement initiatives.
 - Assisted UAT by documenting defects, validating fixes, confirming updates, and supporting readiness before rollout.
 - Communicated updates clearly while following guidelines, escalation processes, and professional service standards.
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TECHNICAL SKILLS

- Social media content creation, scheduling, publishing, and content calendar management
 - Platform strategy and audience engagement (Instagram, TikTok, X, Facebook, YouTube, LinkedIn, Threads)
 - Social media analytics, KPI reporting, performance tracking, and campaign review
 - Content creation and editing (Canva, Adobe Creative Suite, Adobe Premiere Pro, CapCut, DJI equipment)
 - Publishing and content management (Meta Business Suite, Hootsuite, WordPress, CMS platforms, Google Analytics)
 - Brand voice alignment, comment monitoring, reputation management, and audience communication
 - Cross-functional collaboration, campaign support, asset coordination, and deadline management
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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