

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 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, NEW BIRTH MISSIONARY BAPTIST CHURCH | OCTOBER 2024 - PRESENT

- Manage digital content and social communication across Facebook, Instagram, YouTube, and other online platforms.
- Spearhead New Birth's content strategy, contributing to 60K+ Instagram follower growth through audience-focused storytelling.
- 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.
- 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.
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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, Adobe Premiere Pro, Canva, CapCut, DJI equipment)
 - 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, Google Workspace, Google Drive, Microsoft Teams)
 - Project coordination and workflow management (timeline tracking, asset organization, stakeholder communication, 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