GARRETT BROWN

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PROFESSIONAL EXPERIENCE

ATLANTA HAWKS WRITER, SB NATION | OCTOBER 2026 - PRESENT

- Write and publish timely Atlanta Hawks news, analysis, features, player previews, and digital stories for a dedicated NBA audience.
- Research team developments, player performance, statistics, and league trends to produce accurate, engaging, insight-driven coverage.
- Develop compelling headlines, story angles, and web copy designed to strengthen reader interest and digital engagement.
- Manage multiple assignments, revisions, and publishing deadlines while maintaining accuracy, editorial quality, and consistent site standards.
- Collaborate with editors to refine story structure, strengthen analysis, and produce clear, audience-focused coverage of the Hawks.

SENIOR NBA WRITER, FANSIDED | 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.

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.

ATLANTA HAWKS BEAT WRITER, LAST WORD ON SPORTS | OCTOBER 2025 - OCTOBER 2026

- Wrote and published timely Atlanta Hawks and NBA news, analysis, features, and digital stories for a national sports audience.
- Researched team developments, player performance, statistics, and league trends to produce accurate, engaging, audience-focused coverage.
- Developed compelling headlines, web copy, and promotional content to support digital distribution and reader engagement.
- Managed multiple assignments, revisions, and publishing deadlines while maintaining accuracy and editorial quality in a fast-paced news environment.
- Increased reader engagement by 15% through timely reporting, strong story selection, and content tailored to audience interests.

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