

GARRETT BROWN

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PROFESSIONAL EXPERIENCE

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

- Produce timely digital coverage of the Atlanta Hawks, NBA trends, roster movement, draft storylines, and live-game developments for online audiences.
- Research social media conversations, fan sentiment, analytics, and league-wide trends to pitch story ideas and develop audience-focused content.
- Apply SEO strategy, headline development, CMS publishing workflows, and editorial feedback to improve article clarity, visibility, and engagement.
- Monitor real-time news, audience reaction, and digital trends to support timely publishing and content planning.
- Use AI-assisted research, outlining, and workflow tools to support content planning while maintaining accuracy, originality, and editorial judgment.

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

- Write analysis-driven digital coverage focused on team developments, player evaluation, roster construction, game performance, and league storylines.
- Monitor social media conversations, press updates, real-time NBA news, and performance trends to identify timely editorial opportunities.
- Translate complex basketball developments and performance data into clear, accessible content for digital sports audiences.
- Apply strong attention to detail, editorial judgment, and brand awareness before publication.
- Develop timely story angles based on audience interest, trending topics, and ongoing sports conversations across digital platforms.

SOCIAL MEDIA MANAGER, NEW BIRTH MISSIONARY BAPTIST CHURCH | OCTOBER 2024 - PRESENT

- Manage digital content and social media communication for a nonprofit organization across Facebook, Instagram, YouTube, and other online platforms.
- Create platform-specific announcements, graphics, captions, community updates, and promotional content aligned with organizational messaging.
- Coordinate with internal teams to gather creative assets, prepare announcements, and ensure content follows brand standards and tone.
- Support livestream and broadcast operations by helping manage online presentation, audience interaction, and real-time communication.
- Use audience engagement and content performance insights to improve messaging, posting timing, and digital reach across platforms.

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

- Manage daily social media content, scheduling, and publishing across Instagram, X, TikTok, and Facebook for a fast-moving digital media brand.
- Create platform-specific captions, graphics, short-form video content, live coverage posts, and fan engagement content aligned with brand voice.
- Monitor comments, mentions, trends, breaking news, and audience reactions to identify timely content opportunities and support community engagement.
- Track post performance, audience engagement, and content trends to help improve organic reach, campaign execution, and platform strategy.
- Collaborate with writers, editors, designers, and content contributors to gather assets, develop creative direction, and support social campaigns.

STRATEGIC DEVELOPMENT ASSIGNMENT, DELTA AIR LINES | SEPTEMBER 2023 - JANUARY 2026

- Supported technology and innovation workstreams by gathering frontline feedback, identifying recurring issues, and translating user needs into actionable insights.
 - Partnered with cross-functional teams to support workflow improvements, tool adoption, process updates, and change management efforts.
 - Organized feedback themes, tracked recurring issues, and contributed to continuous improvement across reservation technology workflows.
 - Communicated updates clearly to internal teams while following established guidelines, escalation processes, and professional service standards.
 - Assisted user acceptance testing by documenting defects, validating fixes, confirming updates, and supporting readiness before rollout.
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EDUCATION

GEORGIA STATE UNIVERSITY, 2015-2019

- Bachelor of Arts | Journalism
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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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TECHNICAL SKILLS

- Social media content creation, scheduling, publishing, community engagement, and content calendar management
- Platform experience across Instagram, TikTok, X, Facebook, YouTube, LinkedIn, and Threads
- Social media analytics, organic performance tracking, simple reporting, engagement insights, and campaign performance review
- Content creation tools including Canva, Adobe Creative Suite, Adobe Premiere Pro, CapCut, and short-form video editing tools
- Social media management and publishing tools including Meta Business Suite, Hootsuite, WordPress, CMS platforms, and Google Analytics
- Brand voice alignment, comment monitoring, escalation awareness, reputation management, and audience communication
- Cross-functional collaboration, campaign support, creative asset coordination, deadline management, and attention to detail