

Garrett Brown

Social Media Coordinator

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Faircloth CT McDonough, GA 30252

Professional Experience

Pro Sports Fans, Atlanta, GA Atlanta Hawks Mediacaster

2023 – Present

- Host of Atlanta Hawks podcast 'A-Town Hoops' via live stream on game nights to engage fans through Pro Sports Fans network app
- Provide community driven experience for fans to join in on live, interactive chat rooms, and video streams
- Assist with pregame and postgame notes to ensure proficient game-time analysis
- Incorporate interactive elements with app users to help elevate the brand through betting and advertisement

The Lead Sports Media, Atlanta, GA Social Media Manager

2023 – Present

- Manage Atlanta Hawks account social media planning via X(formerly Twitter), Instagram and Threads
- Spearheaded account growth increase by 50-75% across all social media platforms of followers and fan engagement
- Coordinate with staff writers and marketing team of implementing effective social media strategies
- Cover Atlanta Hawks games by posting starting lineups, injury updates, jersey schedules and live commenting

Kluster Radio Media, Atlanta, GA On-Air Personality

2019 – Present

- Host self-created sports radio talks show 'The GB3 Show' on ATL Talks Radio, featuring open discussions, trending news and guest interviews
- Program music for six radio stations while curating playlists and schedule songs
- Formulate and implement latest Standard Operating Procedures for team members
- Operate control board and equipment by utilizing SAM Broadcaster Pro software to ensure seamless show

Areas of Expertise

- ◆ Social Media Management
- ◆ Business Development
- ◆ Process Improvement
- ◆ Digital & Brand Strategy
- ◆ Event Management
- ◆ Microsoft Office Suite
- ◆ Brand Awareness & Recognition
- ◆ Strategic Planning & Execution
- ◆ Customer Satisfaction & Retention

Education

Bachelor of Arts in Journalism

Georgia State University, Atlanta, GA, 2019