

EYON K. BROWN

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Social media professional committed to innovation and finding creative ways to improve and learn. Team-oriented individual with a knack for quick thinking and multitasking. Proactive, committed and punctual hard worker skilled in effective communication, collaboration, content creation and content planning with great attention to detail.

EXPERIENCE

December 2021 – Present

Social Media Coordinator | NBC Sports | Stamford, CT

- Created daily social media content across a variety of accounts including, but not limited to, NBC Sports, NBC Sports Soccer, Golf Channel, NBC Olympics, and others.
- Created and executed social media content plans concerning marquee and tentpole events on the NBC Sports calendar for properties including the Kentucky Derby, the NFL and the English Premier League.
- Led social media content planning and execution for accounts such as NBC Sports and NBC Sports Soccer.
- Used social media platforms such as Sprout Social and Sharablee to publish content and to monitor performance.
- Contributed to NBC's Fortius program as a primary social media point of contact for numerous US Olympians and Paralympians.

September 2021 – December 2021

Social Media Intern | ESPN | Bristol, CT

- Created and tracked social media content for multiple accounts including, but not limited to, SEC Network, ACC Network, NFL on ESPN and others.
- Collaborated with ESPN's SEC/ACC Network specialists to cover and build content around live sporting events.
- Used social media tracking platforms such as CrowdTangle to evaluate content performance.

June 2021 – August 2021

Marketing Intern | Pro Football Hall of Fame | Canton, OH

- Assisted in the creation of various marketing materials including banners, press credentials and social media graphics.
- Participated in marketing executions around Canton to advertise and create public interest in the Pro Football Hall of Fame's yearly Enshrinement Week.

EDUCATION

May 2021

Bachelor of Arts in English, Wofford College

- 2021 L. Harris Chewning Award and Eric Marshall Legacy Award recipient
- Relevant coursework: Digital Media Theory
- GPA: 3.88

SKILLS

- Adobe Creative Suite proficiency
- Social media calendar planning and management
- Advanced proficiency in French
- Short- and long-form video editing
- Communication