

GARRETT DOWNING

CONTACT

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www.garrettdowning.com

EXPERTISE

DIGITAL MARKETING
TEAM MANAGEMENT
REVENUE GENERATION
SOCIAL STRATEGY
DIGITAL ADVERTISING
STORYTELLING
CONTENT CURATION

SKILLS

PAID SOCIAL
WRITING
SEO
ADOBE SUITE
VIDEO, AUDIO EDITING
ON-CAMERA
PODCASTING
CMS NAVIGATION

EDUCATION

BACHELOR OF
SCIENCE

E.W. SCRIPPS SCHOOL OF
JOURNALISM

Ohio University, 2010

SOCIAL

@gdowning14



Garrett Downing



BALTIMORE RAVENS

Director, Social Media / Digital Host, 2019-Present

Oversee social media team; create and execute vision for organization's social strategy

- Control day-to-day operations of Ravens' official social platforms, reaching millions of users: Facebook (2.2 million), Twitter (1.6 million), Instagram (1.2 million), Snapchat (200K), TikTok (236K) and YouTube (120K)
- Led Ravens through period of rapid, record growth on social platforms, including 230% growth on YouTube and 43% on Instagram, more than any team in the NFL
- Generated more social media video revenue than any NFL team through the creation of viral content and application of analytical-based decisions
- Develop sponsorship executions for quality branded content that resonates with fans and corporate partners
- Control paid social budget and leverage social tools to execute on cross-platform advertising campaigns
- Guide the implementation and application of analytical reporting to improve content strategy
- Work across every department to ensure overall business goals are met through social executions
- Launched influencer marketing program with local micro influencers through cross-department collaboration, while also leveraging celebrity fandom and association for larger influencer efforts
- Oversee design and development of organization's visual brand on social media
- Coordinate with NFL staff to follow and improve league social policy
- Work as organizational thought leader on social and digital media trends and best practices

Work as team's main on-air reporter for all digital, social content

- Developed concept behind daily video segment, "Final Drive," which has been a tremendous success both in consumption and revenue generation
- Conduct regular interviews with players, coaches and front-office executives to provide unique perspective
- Appear as consistent analyst for weekly television/digital programs "Ravens Unscripted" and "Ravens Report"

Manager, Social Media, 2017-2019

- Launched involvement in Twitter, YouTube and Facebook's video content revenue platforms, which have generated hundreds of thousands of dollars
- Developed social-focused video content series, "The Show," designed specifically for Instagram and Snapchat, which was the first of its kind in the NFL and has been a great success
- Launched and produce "The Lounge" podcast, which takes listeners inside team headquarters for interviews and conversations about the Ravens
- Grew social media staffing from one to three full-time employees, and work with the NFL to best leverage assets from the league's live content correspondent program

Digital Media Staff Writer, 2011-2017

- Wrote and produced daily news and feature content across organizations digital platforms
- Helped usher in a period of significant digital advancement, as the audience grew in page views, unique visitors, mobile visits, mobile app downloads, video views and news views during my time in this position
- Managed daily content posting process and controlled overall presentation on website and mobile app
- Developed special-project concepts such as, "Team Behind the Team," which provided unprecedented access inside the organization

WEWS-TV, SCRIPPS NETWORKS

New Media Producer, 2010-2011

- Wrote, edited, produced and built content for news organization's website
- Developed and managed social media strategies to increase digital traffic and engagement
- Launched program with local high schools to provide students opportunities to provide content
- Regularly reported on daily news programs in on-air capacity

LAS VEGAS SUN, 2009

- Reported for local sporting events by writing, shooting and producing content for digital platforms

WASHINGTON POST, 2008

- Worked as multimedia journalist to write articles, produce videos and build interactive digital content

WOUB-TV, 2006-2010

- Reported on local news and sports, and hosted Emmy Award-winning weekly live show

HONORS

- Emmy Award, Sports Daily/Weekly Program, Mid-Atlantic Region, 2019
- Ohio Society of Professional Journalists: First place, Best Broadcast Website
- Ohio Associated Press Broadcasters: First Place