

Los Angeles, 90066

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SHANNON B. LYNCH

BRAND & SOCIAL CONTENT MANAGER

PROFESSIONAL SUMMARY

Brand & Social Content Manager with over 8 years of experience in leveraging innovative strategies to elevate brand engagement, reaching a daily audience of over 105 million followers. Skilled in content creation, project management, and leadership, adept at aligning cross-functional teams to enhance marketing strategies and campaign execution across major sports leagues. Committed to mentoring emerging professionals and fostering a collaborative environment to drive future growth and innovation in social and brand engagement.

EMPLOYMENT HISTORY

FEB 2022 - PRESENT

Social Media Manager | National Football League | Los Angeles, CA

- Collaborate in building and executing a holistic marketing strategy across key @NFL and @NFLNetwork social platforms 365 days a year, engaging a daily audience of **105M+ followers**
- Along with co-managers, led the team in a record-breaking season for NFL social in 2023-24; video views (+38% YoY), engagements (+35% YoY), and time spent (+39% YoY)
- Crafted and oversaw all 2024 NFL Combine social coverage, resulting in the highest viewed, engaged with, and time spent Combine week in NFL history; 559 posts (+9% YoY), 476M video views (+52% YoY), 42M interactions (+50% YoY)
- Execute comprehensive project plans and timelines for all NFL cause and DE&I initiatives across social, effectively managing resources to achieve production and on-time deliverables
- Facilitate cross-org communication and alignment across all marketing and operational verticals to strengthen brand perception
- Annually lead on-site production and content creation for unique social extensions to support NFL brand and cause campaigns, including league-wide support of My Cause My Cleats, a Crucial Catch SNF shoot with Dr. Jill Biden, the inaugural Kid Combine, and Character Playbook extensions on bullying and mental health
- Manage team of social contractors, providing direction, encouraging open communication, delegating tasks according to strengths, and empowering team members to reach their full potential

FEB 2020 – FEB 2022

Social Media Manager | Major League Baseball | New York City, NY

- Headed shifts for team of 10+ coordinators, serving as the primary editor for all content published to MLB social platforms during multi-game windows, as well as the main POC for collaborative efforts between brand marketing, sponsorship, design and social team
- Improved the brand image of MLB by elevating the voices of players consistently, celebrating diversity across the sport, and engaging in important initiatives on and off the field
- Project manager for prominent events and initiatives such as Black History Month, Women's History Month, National Girls & Women in Sports Day, and the inaugural Lou Gehrig Day (2021)
- Drove the creation and dissemination of captivating content across MLB's digital channels, effectively engaging with an audience of 30M+ followers daily

SEPT 2017 – FEB 2020

Sr. Coordinator, New Media & Original Content | Major League Baseball | New York City, NY

- Developed and executed storytelling content aligned with MLB's overarching marketing objectives, while operating in a hectic, live sports environment where approach must constantly shift and evolve
- Directed shifts of 3-4 designers and animators, overseeing workload management and editing/approval for comprehensive coverage of all MLB events, notably All-Star Weekend, Postseason, and the inaugural London Series
- Created and published the viral "excuse letter" posted after Game 5 of the 2017 World Series, garnering 21K+ RTs and 32K likes
- Effectively communicated constructive feedback to editing team, and ensured timely delivery of assets to build social rollout for brand campaigns, including We Play Loud and Let the Kids Play

MAR 2016 – SEPT 2017

Social Media Coordinator | MLB Advanced Media | New York City, NY

- Led the design efforts of the social team in 2016, revamping MLB's social visuals, and boosting brand engagement
- Created all Cubs' historic World Series victory content, some of the most-liked MLB content published at the time
- Elevated live gameday coverage across Facebook, Twitter and Instagram for multiple MLB clubs in addition to daily programming across MLB-owned social channel

EDUCATION

AUG 2011 - MAY 2015

Sport Management | University of Michigan-Ann Arbor | Ann Arbor, MI

Undergraduate Teaching Assistant for SM courses:

- Historical & Sociological Aspects of Sport
- Business Communication

Selected as School of Kinesiology 2015 Commencement Speaker

Writer/Social Media Manager for The Michigan Daily Sports section

- Selected for Men's Baseball Beat
- Selected for Women's Basketball Beat

SKILLS

Social Media Marketing

Project Management

Creative Storytelling

Effective Communication

Public Speaking

Adobe Creative Suite

Brand Management

Strategic Planning

LINKS

[LinkedIn](#)

[Portfolio](#)

[Creative Writing – Babes Who Ball](#)