

CONTACT

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BRITTANY GRAHAM

Social Media & Creative Content Specialist

PERSONAL PROFILE

Former D1 Women's Basketball Player now serving as a creative photographer, videographer, and social media director. Specializes in capturing compelling content and developing strategic digital campaigns that help teams and athletes grow their brands on social media.

EXPERTISE

Social Media
Photography
Videography
On Camera Interviews
Graphics
Branding
Basic Graphic Design

SOFTWARE KNOWLEDGE

Adobe Premiere
Photoshop
Lightroom
Final Cut Pro
Photo Mechanic

WORK EXPERIENCE

UNIVERSITY OF WASHINGTON | SEATTLE, WA

Director of Football Social Media | 2024-Current

- Managed all football social media accounts, ensuring consistent branding and messaging
- Developed and executed a comprehensive annual social media content plan and calendar
- Analyzed social media metrics to measure campaign success and refine strategies for audience engagement and growth
- Helped brand the football program on social media by maintaining an engaging voice that showcased the team's culture, values, vision, and brand of Head Coach
- Successfully grew the football team's TikTok account from 53,000 to 80,000 followers in just five months
- Stayed up to date on social media trends and pop culture by creating relevant videos for online audience

DUNCANVILLE HIGH SCHOOL | DUNCANVILLE, TX

Boy's Basketball Creative Director | 2020-2024

- Managed all of team's social media accounts
- Edited, Filmed, and Produced a 7-episode docuseries on team
- Gained an average of 1.3 Million Monthly Twitter Impressions during basketball season (2021-22)
- Grew team social media accounts to most followers of any public HS Team in the US (30K Instagram, 8.9K Twitter & 11.4K Tiktok)

UNIVERSITY OF ALABAMA | TUSCALOOSA, AL

WBB Director of Video & Creative Content | 2018-2019

- Helped plan content strategies and managed team's social media accounts
- Filmed and edited videos, in addition to creating graphics for team's social media platforms and recruiting mailouts
- Used synergy to help coaches with all film and highlight needs

BIG 12 CONFERENCE | IRVING, TX

Digital Media Correspondent | 2017-2018

- Helped provide a digital and social presence at various Big 12 Championships
- Filmed, edited, and produced original series for "Around The Rim" for social media platforms during basketball season
- Contributed to conference social media strategies

UNIVERSITY OF DENVER | DENVER, CO

Director of Basketball Operations | 2015-2017

- Created original content used for recruiting including videos and flyers
- Managed team's social media accounts
- Helped plan, promote, and organize events including Alumni Weekend and Junior Day

EDUCATION

M.A. SPORT ADMINISTRATION

Georgia State University

B.A. ENGLISH, JOURNALISM

Georgia State University, Women's Basketball Team