

BRETT CRAWFORD

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PROFESSIONAL EXPERIENCE

Barkley

Social Media Director; FUEL

Kansas City, Missouri

October 2022 – Present

Currently I manage a team of social media and creative experts who work tirelessly to create timely social content for Planet Fitness, Fogo de Chão and more. I aid in the courting of new business, write social strategies and sold in Barkley's first-ever Brand Ambassador program on behalf of the social (FUEL) department.

- Assist in the conception and development of social-centric creative campaigns, from brainstorming to execution
- Work with client services, data and strategy teams to develop, track and report on KPIs for multiple clients
- Lead the creation and implementation of social strategies for new and existing clients, respective of size and scope
- Manage team workload, project management relationships and relationships with multiple direct reports
- Meet regularly with media and creative column partners to provide insight and perspective for paid social campaigns

MMGY Global

Senior Social Manager

Overland Park, Kansas

April 2021 – October 2022

During my time at MMGY I oversaw the development of social and digital content, envisioning creative concepts for multiple DMO clients, including Visit Colorado, Visit Fort Myers, CheapCaribbean.com and more.

- Oversaw reporting on monthly and annual goals as needed, visualizing data and communicating insights from results
- Brainstormed overarching campaigns for our clients to sign-off on, both short-term and long-term
- Worked with our community managers to ensure content development maintained a steady flow, assisting as necessary
- Concepted and edited TikTok, Reels and YouTube videos in Adobe Premiere, assuring client feedback was addressed
- Utilized insights from previous campaign results to ensure current and future content trends were being incorporated

STARTLAND + BACK2KC

Back2KC Director

Kansas City, Missouri

April 2020 - March 2021

At the onset of the pandemic many people made career changes due to the rapidly evolving landscape. After moving back to Kansas City, I came on board with Startland to be the director of Back2KC; a 2-day conference educating former Kansas City residents about why startup and tech founders should move their operations back to KC.

- Coordinated and executed a 2-day virtual conference with 200+ attendees
- Developed an editorial calendar, writing copy and social posts for Facebook, Twitter, Instagram, LinkedIn, and more
- Edited audio and video content, designing flyers, logos and web pages for the conference
- Managed email outreach for newsletters, event updates and keynote speaker information
- Deployed Facebook, Instagram, LinkedIn and Google Adwords ads for awareness and web traffic

METRO / SMARTBAR / GMAN TAVERN

Social & Digital Media Director

Chicago, Illinois

May 2015 - April 2020

As the director of social and digital for three independent music venues in Chicago, I oversaw the promotion of hundreds of live events annually. My team consisted of me, a PR/Social assistant, two interns and a swath of street team members.

- Created distinct brand identities for each individual club – all with distinct voices and “personalities”
- Tracked ROI on paid, earned and owned social and digital campaigns, providing impact reports month over month
- Partnered with local businesses to organize cross-promotional campaigns to reach new and prospective customers
- Assisted with the development of weekly editorial and content calendars for each brand, writing copy and sourcing images
- Used retargeting to reach new fans, creating lookalike audiences, custom email lists and more

EDUCATION & OTHER

UNIVERSITY OF KANSAS

BACHELOR OF SCIENCE; JOURNALISM

TECHNICAL SKILLS: Copywriting, data visualization, content creation, adobe creative suite, audio + video editing, copy editing, creative direction, personnel management, SEO auditing, digital strategy, user interface design, user experience design

OTHER EDUCATION: Meta Creative Professional Certification, Google UX design studies student

INTERESTS: Painting, writing, playing music and collecting vintage novels