

BRANDON FOSTER

PUBLIC RELATIONS AND DIGITAL ADVERTISING PROFESSIONAL

CONTACT

- 954-303-1676
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- Miami, Florida

SKILLS

- Social Media Strategy & Growth
- Graphic Design (Adobe Suite, Canva)
- Content Creation (Static, Reels, Short-Form)
- Paid Media & Ad Campaign Management
- Influencer Partnerships & Talent Coordination
- Copywriting & Press Releases
- Analytics (Meta Insights, TikTok Analytics, GA)
- Project & Campaign Management
- Research & Analysis

EDUCATION

Bachelor of Science Degree in
Integrated Public Relations &
Advertising

University of South Florida
2018 - 2022

Relevant Courses

- Media Law and Ethics
- Multimedia Sports Reporting

Affiliations

- Pi Kappa Alpha Fraternity Member
- Four-Year USF Men's Club Volleyball Team

CERTIFICATIONS

- Adobe Illustrator, InDesign, Photoshop
- Google Digital Garage – Foundations of Digital Marketing
- HubSpot – Content Marketing Certified
- Canva, Figma, CapCut, Meta Ads Manager

LANGUAGES

- English: Native
- Spanish: Intermediate

SUMMARY

Creative and results-driven digital media professional with 4+ years of experience in social media strategy, graphic design, and content creation across sports, entertainment, and lifestyle brands. Proven ability to grow audiences, drive engagement, and create content that converts. Skilled in brand storytelling, performance analysis, and multi-platform management. Looking to leverage my passion for design and strategy to elevate brand voice and visibility.

WORK EXPERIENCE

Social Media Director

LA Football Network | Remote

Sept 2023 – Present

- Grew brand's digital footprint to 10M+ impressions across Instagram, Twitter/X, TikTok & YouTube
- Spearheaded content strategy resulting in 50K+ new followers in under 8 months
- Created 500+ custom graphics and short-form videos, optimizing for real-time sports moments
- Managed athlete media outreach, facilitating press opportunities and collaborative content
- Authored 10+ press releases and event promos that increased campaign engagement by 30%

Graphic Designer & Content Creator

Kosher Cardz

June 2024 – Present

- Designed over 4,000 graphics and video edits for social media and livestream auctions
- Helped brand reach 500K+ followers and maintain daily engagement with collectible card audience
- Analyzed social KPIs and provided weekly reporting to improve post timing, style, and tone
- Developed visual assets for marketing campaigns, email promotions, and product drops

Social Media Coordinator / Research Intern

High Level Media Sports

Jan 2023 – Jan 2024

- Produced 20+ weekly posts across Instagram, Twitter, and YouTube, growing audience to 250K+
- Built partnerships and content for national showcases including Under Armour Elite 24 & PFF
- Conducted player/coach interviews, created scouting reports, and supported editorial content
- Managed athlete and tournament spotlights, increasing youth engagement by 40% YOY

Freelance Digital Marketing & Design Consultant

2019 – Present

- Managed social media for multiple small brands, including graphics, video editing, and campaigns
- Led paid social campaigns with ROI improvements of 2–4x on Meta Ads and story boosts
- Built influencer & affiliate programs from scratch for 4+ brands (beauty, apparel, sports, & fianance)
- Created logo design, brand kits, and full content packages for client branding launches