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Meera Patel

Senior social media manager with almost a decade of experience in sports marketing. Recognized for crafting engaging, trend-setting content that resonates with diverse sports fan audiences. Manages high-stakes live event coverage to bolster athlete-fan connections.

PROFESSIONAL EXPERIENCE

Senior Social Media Manager | January 2021 - Present
USA Football | Minneapolis, MN

- Spearhead social media strategy for the national governing body of football, overseeing a team of four contractors and reaching over 2 million followers
- Led a swift transition to Twitter Spaces for live audio content, hosting live Q&As with coaches and players, resulting in a 150% increase in Twitter engagement
- Generated 5 million impressions and a 200% increase in merchandise sales through real-time social media coverage of the U.S. National Team during 2022 championships
- Increased engagement from college recruiters by 75% with the launch of a "Path to Pros" social media series that follows 50 high school athletes' journeys to college football

Senior Social Media Specialist | March 2018 - December 2020
ESPN | Bristol, CT

- Oversaw social media efforts for SportsCenterNEXT, focusing on youth and high school sports content across Instagram, TikTok, Facebook, Twitter, and Snapchat
- Coordinated with a network of over 500 high school sports reporters nationwide to source breaking news and exclusive content
- Pioneered a "Hometown Heroes" UGC campaign for high school athletes and curated over 10,000 submissions, increasing TikTok following by 75% in just three months
- Boosted ESPN+ subscriptions among 16 to 24-year-olds by 30% with live social media coverage for 25 high-profile high school sports events

CERTIFICATIONS

- Certified Digital Marketing Professional, American Marketing Institute, May 2020
- Sprout Social Media Marketing Certification, Sprout Social, April 2018

CONTACT

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EDUCATION

- Master of Science (M.S.) Sports Management
May 2014
University of Minnesota, Minneapolis, MN

Graduate Certificate in Social Media Marketing
- Bachelor of Science (B.S.) Marketing
May 2011
University of Minnesota, Minneapolis, MN

KEY SKILLS

- Athlete and influencer relationship management
- Advanced social media analytics (Sprout Social, Hootsuite Impact)
- Cross-platform content adaptation
- Sports content strategy and storytelling
- User-generated content curation and rights management