

Kaitlin Elise Long

kelong16@gmail.com • www.kaitlinlong.net

EDUCATION

The University of Georgia, Grady College of Journalism and Mass Communication
Bachelor of Arts in Journalism
Digital/Broadcast Journalism Major; Communication Studies Minor; Sports Media Certificate

Athens, Georgia
May 2017

MULTIMEDIA EXPERIENCE

Foot Locker, Inc.,

Atlanta Community Marketing Manager, Foot Locker

May 2021-Present

- Project managed monthly community events with talent, such as Future, Lil Baby, 2Chainz, Mike Will Made-It, etc.
- Generated over 1 billion impressions through editorial placements and social media event coverage from national media
- Generated a 40 percent sell-through for the adidas Trae Young “Peachtree” sneaker drop through an owned event
- Increased the @footlockeratlanta Instagram channel audience by 1.7k percent and maintained a 5 percent engagement rate
- Executed product-focused events in conjunction with vendors, such as adidas, Jordan, Reebok, PUMA and Nike

Social Media Coordinator/Brand Marketing Strategist, Champs Sports

April 2019-April 2021

- Increased Champs Sports Women’s social following by over 500 percent across Instagram and Facebook
- Managed influencer network and generated over \$2M in earned media value through organic partnerships
- Generated over \$3.5M in revenue through social media product promotion on Instagram, Facebook, Twitter and TikTok
- Managed \$1M Nike brand campaign that featured athletes, such as Jarvis Landry, Caris LeVert and Kelsey Plum
- Built weekly social calendar and Sprinklr analytics recap to share with all of Foot Locker, Inc.
- Coordinated TikTok campaign around the Nike Drip Pack that generated over 5M views
- Organized community event giveback with Dallas Cowboys at Champs Sports in Galleria Dallas
- Interviewed WNBA standout Skylar Diggins-Smith on production shoot with Complex and PUMA
- Initiated brand partnerships with new vendors, i.e., Hypebae, Coffee ‘N Clothes, etc.

Harlem Globetrotters, Atlanta, GA, *Social Media Coordinator*

October 2018-April 2019

- Received the highest ever engagement rate in the history of the company’s Instagram for post I shot/produced/scheduled
- Increased Instagram and YouTube following by over 230 thousand with content I shot/edited/produced/scheduled
- Maintained a consistent, authentic brand voice across social platforms and engaged with fans on a daily basis
- Shot/edited/produced content for social and scheduled using Sprout Social and Twitter Media Studio
- Created and maintained a social content calendar and crafted weekly social media analytics reports

Detroit Lions, Detroit, MI, *Multimedia Intern*

July 2017-January 2018

- Shot/edited/produced daily videos including highlights, interviews and community events for DetroitLions.com/social media
- Shot/edited/produced in-game content for the video board at Ford Field
- Conducted interviews with athletes such as Barry Sanders, current players, coaches and executives
- Received higher engagement levels (screenshots) for content produced on Snapchat than the Lions' NFL takeover week
- Produced weekly shows on DetroitLions.com, such as 3 & Out with Lions Legend Chris Spielman

IMG Sports Media, Athens, GA, *Production Assistant*

July 2016-July 2017

- Shot/edited/produced/reported video content alone and in team setting for all University of Georgia athletics
- Produced video board pieces, practice reports, hype videos, game highlights, features, social media videos
- Reported/hosted/filmed interviews from a plethora of sporting events, practices and games for web and TV
- Covered live press conferences weekly for UGA football and basketball

Scout Media Network, Atlanta, GA, *Video Intern*

May 2016-July 2016

- Managed social media accounts/analytics for Alabama, Georgia, Auburn, Mississippi State, Miami
- Created content for SEC beat, followed breaking news and wrote sports stories for the network’s website in timely manner

Atlanta Journal-Constitution, Atlanta, GA, *SEC Football Blogger*

August 2015-May 2016

- Received most-viewed story of the day for Vanderbilt football story
- Responded promptly to SEC team/player updates on social media
- Produced breaking news, feature, bowl projections and game day preview blogs on strict deadlines

Gwinnett Daily Post, Lawrenceville, GA, *Sports Intern*

May 2015-August 2015

- Interviewed and published features on professional athletes like WNBA Champion Maya Moore, etc.
- Covered Georgia Swarm, UGA and Georgia State football preseason press conferences
- Met strict deadlines and fostered an elite knowledge of sports, athletes, rules and events
- Featured on sports section cover page for several published works

TECHNICAL SKILLS

- Adobe Premiere Pro, Photoshop
- Sprinklr | Hootsuite Certified
- Videography – DSLR, FS7, FS5
- Adobe After Effects
- NFL CMS | Sprout Social
- Filezilla | FTP web upload