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Meera Patel

Senior Social Media Manager

Senior social media manager with almost a decade of experience in sports marketing. Recognized for crafting engaging, trend-setting content that resonates with diverse 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 Q&As with coaches and players, resulting in a 150% increase in engagement
- Generated 5 million impressions and a 200% increase in merchandise sales through real-time coverage of the 2022 championships
- Increased engagement from college recruiters by 75% with a "Path to Pros" series following high school athletes' journeys


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

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

CERTIFICATIONS

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

CONTACT

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 LinkedIn | Portfolio

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KEY SKILLS

- Athlete & influencer management
- Advanced analytics (Sprout Social)
- Cross-platform content adaptation
- Live event coverage
- UGC curation

EDUCATION

- Master of Science (M.S.) Sports Management
May 2014
University of Minnesota, Minneapolis, MN
- Bachelor of Science (B.S.) Marketing
May 2011
University of Minnesota, Minneapolis, MN