



OLIVIA GARRISON

DIGITAL STRATEGY AND SOCIAL MEDIA LEADER
oliviagarrison.com

CONTACT

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EDUCATION

SPORTS COMMUNICATION, B.A.
Clemson University
2014-2018
Zeta Tau Alpha

EXPERTISE

- Adobe Creative Suite
- Final Cut Pro
- CapCut
- Sprinklr
- CrowdTangle
- Greenfly
- WSC

ORGANIZATIONS

ASSOCIATION FOR WOMEN IN
SPORTS MEDIA

WOMEN LEADERS IN COLLEGE
SPORTS

POWER OF WOMEN – ESPN

MEDLEY LEADERSHIP GROUP - ESPN

PROFESSIONAL EXPERIENCE

- Social Media Specialist II – Show and Talent Strategy** September 2022 – Present
ESPN, New York, NY
- Lead digital strategy and content execution for ESPN's highest-profile studio shows, including First Take, Get Up, The Pat McAfee Show, College GameDay, Inside the NBA, NFL Countdown, and SVP
 - Drove 1.3B views and 62M engagements across show social platforms in 2025
 - Serve as strategic partner to marquee talent including Stephen A. Smith, Shams Charania, Adam Schefter, and Malika Andrews, shaping platform voice, content strategy, and growth initiatives
 - Oversee multiplatform content across Instagram, TikTok, YouTube, X, Threads, and Facebook, ensuring alignment with brand standards, revenue priorities, and editorial direction
 - Lead sponsorship executions and support ESPN's direct social revenue through integrated content strategy and cross-functional collaboration
 - Represent ESPN on-site at major tentpole events including the Super Bowl, NFL Draft, NBA Finals, WNBA Draft, NBA Draft and premier CFB, NBA, and NFL matchups
 - Create strategy and content planning for large-scale events across college football, NFL, NBA, WNBA, ESPYS, NCAA Olympic sports, and social wellness initiatives
 - Lead cross-synergy projects and high-profile shoots with athletes and celebrities, aligning network priorities with talent storytelling
 - Manage and mentor a team of social specialists, interns, and content associates, while overseeing workflow across multiplatform video teams
 - Played a key role in launching ESPN's direct-to-consumer streaming service, developing talent-led social storytelling to support subscription growth

- Social Media Specialist I** May 2021 – September 2022
ESPN, New York, NY
- Produced content across ESPN's flagship accounts including ESPN, SportsCenter, NFL on ESPN, NBA on ESPN, and CFB on ESPN
 - Provided on-site coverage for major sporting events, capturing real-time content and executing sponsored behind-the-scenes activations
 - Supported show and talent digital strategy across studio programming
 - Secured and managed user-generated content rights for high-performing social distribution
 - Contributed coverage for ACC Network and SEC Network

- Content Associate** March 2021 – May 2021
Production Assistant July 2019 – March 2021
ESPN, Bristol, CT
- Directed social integration for NFL Live, partnering with production and ESPN's digital team to develop and distribute platform-driven content
 - Produced creative content for various ESPN shows/networks including ACC Network, CFB Live, and NFL Live
 - Member of 2019 ACC Network launch team

EARLY CAREER EXPERIENCE

- Digital Communications Postgraduate Intern** June 2018 – June 2019
NCAA, Indianapolis, IN
- Managed and produced content across NCAA social media platforms, supporting championship events and national campaigns
 - Shot and edited video with a focus on brand voice, athlete storytelling, and audience engagement
 - Conducted on-site interviews and created real-time social activations during tentpole events
 - Served as on-camera host for NCAA digital shows and Instagram programming

ADDITIONAL EXPERIENCE

Sports Reporter - Intern WSPA TV – CBS 7News, Spartanburg, SC	August 2017 – May 2018
Sports Reporter - Intern WCIV TV – ABC News 4/Fox 24 Charleston, Charleston, SC	May 2017 – August 2017
Sports Talk Radio Announcer - Intern WCCP 105.5 The Roar, Clemson, SC	May 2016 – August 2016
Campus Correspondent ESPNU, Clemson, SC	May 2016 – May 2018
Sports Reporter The Clemson Insider, Clemson, SC	May 2015 – May 2018
Clemson Basketball Assistant Clemson Men's Basketball, Clemson, SC	August 2014 – May 2018