



OLIVIA GARRISON

SOCIAL MEDIA SPECIALIST
oliviagarrison.com

CONTACT



New York, NY 10009



linkedin.com/in/oliviagarrison

EDUCATION

SPORTS COMMUNICATION, B.A.

Clemson University

2014-2018

Zeta Tau Alpha

THE CLEMSON INSIDER REPORTER

ESPNU CAMPUS CORRESPONDENT

CLEMSON BASKETBALL ASSISTANT

EXPERTISE

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

ORGANIZATIONS

ASSOCIATION FOR WOMEN IN
SPORTS MEDIA

WOMEN LEADERS IN COLLEGE
SPORTS

POWER OF WOMEN - ESPN

PROFESSIONAL EXPERIENCE

Social Media Specialist II – Show and Talent Strategy

September 2022 – Present

ESPN, New York NY

- Oversee show content and talent strategy
 - Collaborate with talent including Stephen A. Smith, Adrian Wojnarowski, Adam Schefter, Malika Andrews and more to ideate and produce content for their social channels
- Lead social media strategy and content for all First Take and Get Up social platforms
 - Execute all sponsorship obligations driving revenue for the company
- Create and collaborate content on all ESPN social media accounts and platforms
- Mentor, support and teach new staff members ESPN social's day-to-day responsibilities, standards of practice, goals and values
- Create strategy and content planning for various events across sports and team building including college football, NFL, ESPYS, NCAA Olympic sports and social wellness

Social Media Specialist I

May 2021 – September 2022

ESPN, New York NY

- Created content for all ESPN social media accounts and platforms
- Provided on-site coverage for ESPN at various sporting events by capturing and posting content as well as executing on sponsored behind-the-scenes Instagram stories for clients
- Assisted in overseeing show content and talent strategy
 - Led social media strategy and content on @GetUpESPN, increasing 102% in engagement and 30K follower growth over six months
- Experience finding and receiving rights to UGC that's posted across ESPN social channels with a focus on SportsCenter Instagram, ESPN Instagram, and ESPN TikTok
- Contributed content and coverage for ACC Network and SEC Network

Content Associate

March 2021 – May 2021

ESPN, Bristol CT

Production Assistant

July 2019 – March 2021

ESPN, Bristol CT

- Produced creative content for various ESPN shows/networks
- Served as the social media liaison between NFL Live and the ESPN social media team
- Member of 2019 ACC Network launch team

Digital Communications Postgraduate Intern

June 2018 – June 2019

NCAA, Indianapolis IN

- Managed and created content for NCAA social media accounts
- Brainstormed, shot and edited video with an eye on brand messaging
- Conducted interviews for features and on-site social activations
- On-camera host for various NCAA shows and Instagram stories

INTERNSHIP EXPERIENCE

Sports Reporter

August 2017 – May 2018

WSPA TV – CBS 7News, Spartanburg SC

Sports Reporter

May 2017 – August 2017

WCIV TV – ABC News 4/Fox 24 Charleston, Charleston SC

Sports Talk Radio Announcer

May 2016 – August 2016

WCCP 105.5 The Roar, Clemson, SC