

Brendan Reilly



Social Media Manager

Personal Profile

A creative subject matter expert specializing in content creation, who has diverse knowledge of all social media platforms and best practices for social media growth.

Achievements

- Initiated new video content strategy that doubled Yieldstreet's video views on all platforms
- Produced a podcast (Zero Blog Thirty) that was consistently #1 in it's respective category
- Grew Barstool Gametime's social presence to over 2M combined followers across all platforms
- Managed daily original content cycles on multiple social media platforms for multiple brands
- Recorded and edited podcasts, radio shows, short and long form videos that received millions of downloads, listens & views

Contact Details

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Career History

Yieldstreet (May 2022-Jan. 2023)

Social Media Manager

- Redesigned the company's content strategy by creating multiple content streams
- Led social marketing strategy for Chelsea Multi-Family Equity offering, which sold out investment availability in less than 24 hours
- Executed promotional marketing for Yieldstreet's Athena Art Finance division, helping to sell out multiple Art Equity Funds
- Increased investments through clicks-to-site by prioritizing organic content
- Tailored finance-related content to each platform's strengths
- Tracked social media growth and used said data to advise management on best practices

Barstool Sports (2017-2021)

Podcast Producer/Social Media Manager

- Recorded, filmed & edited multiple podcast episodes a week into consumable social assets & Youtube videos
- Produced interviews of Congresspeople, Medal of Honor recipients, and high-profile celebrities
- Oversaw social strategy, publishing & content creation initiatives for Barstool Gametime
- Created weekly Snapchat shows, Youtube series and hyper-relevant daily short-form videos on tight deadlines
- Excelled in a fast-paced content creation environment
- Implemented best social media practices to grow audience & engagement on all social platforms

Skills & Abilities

- Adobe Premiere, Photoshop, Audition
- Extensive knowledge of Twitter, Instagram, Tiktok, Facebook, Youtube, Snapchat & Twitch
- Content Organization w/ Hootsuite
- Proficient in Canon C200 & C100 camera usage

Education

University at Albany
Bachelor's of Journalism '15