



BRIAN NEALON

SOCIAL MEDIA MANAGER & CONTENT STRATEGIST
FOR FORTUNE 50 BRANDS & INDUSTRY LEADERS

ABOUT ME

Strategic social media & content professional with 10+ years of experience developing high-impact marketing campaigns for corporate brands, B2B technology companies, and global sports organizations.

I turn complex ideas into compelling digital stories, optimize content for multi-channel performance, and align messaging with brand, demand gen, and SEO goals.

EDUCATION

Rutgers University, 2012 - 2016
Bachelor in Journalism & Media Studies,
(RU-TV and BIG 10 Network)

PRODUCTION

New York Giants, Event Operations:
2016 - CURRENT
New York Knicks, Stage Manager:
2016 - 2026
New York Rangers, Fan Cam Director:
2016 - 2026

PHILANTHROPY

ISO Unlimited - Founder (Concurrent):
Live events, media & brand activation
company producing large-scale cultural
moments around the Super Bowl, NBA All-
Star Weekend, and major sporting events.

Delivered 100M+ cumulative views across
platforms, \$1M+ raised for charity, and
millions of impressions across athlete-
and creator-led activations (Saquon Barkley,
Tracy McGrady, Carmelo Anthony, Ta'Quan
Zimmerman, Maino, etc)

Saquon Barkley Hope Foundation —
Executive Event Lead (Gala): Oversaw
guest experience, talent coordination, run-
of-show, and media amplification.

SKILLS

Social Media Platforms: LinkedIn, X (Twitter), Facebook, Instagram,
TikTok, Pinterest, Snapchat
Social Media Management Tools: Hootsuite, Sprout Social, Later,
Sprinklr, Asana & Monday (Project management)
Paid Media & Campaign Management: Google Ads, Facebook Ads,
LinkedIn Campaign Manager, Adobe Analytics
Content Creation & Design: Adobe Photoshop, InDesign, Illustrator,
Premiere, After Effects, Canva
Analytics & Optimization: Google Analytics, Social Media Insights, A/B
Testing
Sales Enablement Tools: HubSpot, Salesforce Classic
Project Management Tools: Slack, Trello, Asana, Monday, Smartsheets,
Welcome

CONTACT

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WORK EXPERIENCE

First American, Sr. Social Media Manager

SEPT 2025 - PRESENT

- **Lead B2B social and brand marketing strategy**, driving nearly 7000% increase in content production, 231% increase in impressions, 500% engagement growth, and 21% follower growth in first year.
- **Built paid social from ground up**, made business case to implement pixels to support demand gen and pipeline, launched first-ever paid campaigns, managing \$1.5M+ in spend over first year.
- **Exceeded company's annual engagement and impression KPIs in just three months** through data-driven creative testing, audience segmentation and close cross-functional partnership with Product Marketing, Comms, and Lifecycle teams to support launches, narratives, and executive visibility.
- **Introduced AI-enabled workflows** that have increased production efficiency across the company.

Spectrum Business, Social Media Manager

AUG 2021 - SEPT 2025

- **Launched B2B \$1M+ paid social strategy in second year**, driving 25K+ qualified enterprise leads and boosting revenue by over \$2M through targeted audience engagement.
- **Increased LinkedIn followers by 1000%+ in three years**, launching an 21.3K-subscriber newsletter to enhance B2B thought leadership and engagement.
- **Built a scalable content engine** producing 10+ articles a month and generating 1M+ monthly impressions.
- **Directed content planning and production**, created video content, establishing a robust social calendar, blog strategy, and tactics in collaboration with Creative Studio.
- **Led and mentored a team of social coordinators and external agencies**, setting clear KPIs and presenting weekly/monthly performance reports to stakeholders.
- **Delivered 5x media ROI through targeted employee advocacy program** and continuous campaign optimization, leading to increase in organic reach by over 500%.

Vaynermedia, Account Manager, Social Media Strategy

MAY 2020 - AUG 2021

- **Within six months, designed paid & influencer campaigns** for executive clients (e.g., MastercardCMO), driving 450%+ engagement growth and 929% follower increase.
- **Managed a diverse team of freelance designers, copywriters and creators**, delivering tailored content that boosted overall campaign effectiveness.
- **Employed analytics and A/B testing** to continuously refine targeting, messaging, and ad formats for optimal campaign performance.

MRINetwork, Sr. Social Media Manager

FEB 2018 - MAY 2020

- **Within one year, scaled LinkedIn presence from zero to 22K+ followers.**
- **Generated 389K+ monthly blog impressions and 12K+ site visits** through targeted social amplification and content syndication.
- **Established thought-leadership cadence**, driving trusted brand authority via consistent posting, community interaction, and content partnerships.

Men's Fitness Magazine, Editorial Social Media Lead

AUGUST 2016 - FEB 2018

- **Directed social and email strategy for five national brands** (Men's Fitness, Muscle & Fitness, Flex, HERS, Men's Journal), **delivering 1B+ impressions** and high-engagement livestreams with A-list talent.
- **Devised influencer collaboration campaigns**, athletes, celebrities and industry experts while managing real-time community engagement.

New York Giants, Digital Media Specialist

MARCH 2015 - AUGUST 2016

- **Directed & produced daily talk show with over 37K daily viewers**, developed & sent weekly newsletters to 51K, created daily content for Giants.com & social channels, increased brand's Instagram by 1M+, Twitter by 517K, Facebook by 1.5M+.