



BRIAN NEALON

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

PERSONAL PROFILE

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 - CURRENT

New York Rangers, Fan Cam Director:
2016 - CURRENT

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

Spectrum Business, Business and Social Content Marketing

AUG 2021 - CURRENT

- **Launched a \$1M+ paid social strategy in second year**, driving 25K+ qualified leads and boosting revenue by over \$2M through targeted audience engagement.
- **Increased LinkedIn followers by 1000% in three years**, launching an 18.7K-subscriber newsletter to enhance B2B thought leadership and engagement.
- **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, Senior Social Media Manager

FEB 2018 - MAY 2020

- **Within six months, 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 titles, delivering 50M+ impressions** and high-engagement livestreams with A-list talent.
- **Devised influencer collaboration campaigns**, extending organic reach and increasing audience interaction by aligning social content with editorial themes.

New York Giants, Digital Content Manager

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 522K, Twitter by 213K, Facebook by 75K