

Braydon Downs

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<http://bit.ly/4njOm1G>

Experience

Sports Writer, 2adays

June 2024 - Present

- Led a team of nine freelance sports bloggers working in the editorial group at a sports media company.
- Provided editorial feedback, and guided professional development of contributors.
- Authored 30+ sports articles, reaching thousands of viewers, and covering a wide range of topics.
- Collaborated with marketing to ensure brand-aligned content creation.

Account Executive, North Road Communications

September 2022 - May 2025

- Account executive for the fourth-largest student-run IMC firm in the nation.
- Supervised two teams (three reps each), fostered a collaborative culture.
- Drafted client reports, press releases, and timelines with firm directors, and worked regularly with the board.
- Secured two new clients to the firm (Arts Society of Kingston, Read the World).
- Initiated a recurring paid internship for students.

Sports Information Assistant, Marist University Athletics

January 2024 - May 2024

- Worked behind the scenes of a Division 1 athletics program.
- Did office work such as labeling hundreds of archived photos, working over 15 events, and writing over 20 previews about Division 1 athletic events.
- Worked collaboratively with others, established interpersonal relationships, and developed a variety of skills.

Contributing Writer/Photographer, Centerfield/Marist Circle

September 2021 - April 2024

- Covered Marist Division I sports through written and visual storytelling.
- Published articles and photography widely read by the student body.

Digital Marketer, Incendium Strategies

May 2023- August 2023

- Compiled information into Google Sheets and helped operations run smoothly using software newly learned.
- Organized thousands of clients' contact information and tracked email responses for auto campaigns.
- Utilized programs like Mixmax and Apollo to ensure that client emails were sent out at proper times.

Volunteer

- *Special Education Teaching Assistant*, OCM BOCES, Liverpool, NY
- *Mentor*, Advocates Incorporated, Fayetteville, NY
- *Substitute Special Ed Teaching Assistant*, Fayetteville Elementary, Fayetteville, NY

Activities

- Marist Men's Rugby starter, Marist Men's Rugby Vice Social Chair.
- Varsity Crew Captain at Fayetteville-Manlius High School.

Skills

- Writing, Leadership, Collaboration, Multitasking, SEO & Keyword Optimization, Interpersonal Skills, Problem Solving, Public Speaking
Microsoft Office: Word, Powerpoint, Canva.

Education

Marist University, Poughkeepsie, NY

Bachelor of Arts, May 2025

Major: Communication Concentration: Sports Communication and Journalism, Minor(s): Creative Writing and American Studies
GPA: 3.79

Marist University Dean's List

National Society of Leadership and Success (NSLS) at Marist University