

GENNEIL BROWN

Atlanta, GA | genneilbrown@gmail.com | www.Linkedin.com/in/genneilbrown

SKILLS AND QUALIFICATIONS

- Content Creation (Editorial, Blogs, Scripts, Social Media)
- Social Media Management (Instagram, TikTok, YouTube, LinkedIn)
- Directing, Screenwriting, Camera Operation
- SEO & Google Analytics
- WordPress & Website Management
- Event Hosting & Red-Carpet Interview Experience
- Team Collaboration & Leadership Abilities

EDUCATION

Clark Atlanta University, Atlanta, GA	Graduation 2028
Bachelor of Arts, Mass Media Arts / Concentration: Radio, TV, Film	G.P.A.: 3.7/4.0

PROFESSIONAL EXPERIENCE

DIARY OF GENNEIL	Remote
Blogger	Jul. 2024 – Present

- Published 10+ blog posts on lifestyle and entertainment, applying SEO to grow site traffic within six months.
- Used Google Analytics to refine content strategy, improving average session duration by 15%.
- Promoted content on Instagram and TikTok, boosting engagement by 20% and building a loyal base of 1,000+ readers.

ALL URBAN CENTRAL	Atlanta, GA
Social Media Intern	Sept. 2024 – Jun. 2025

- Conducted 10+ celebrity interviews at red carpet events, increasing platform exposure and on-camera skills.
- Wrote 20+ trending entertainment blogs, driving a 30% rise in website traffic and boosting reader interaction.
- Produced and scheduled 15+ short-form videos/posts, increasing social media engagement by 25% for 114k followers.

GENERAL MOTORS / BLACK AUTOMOTIVE MEDIA GROUP	Atlanta, GA
Intern	Sept. 2025 – Present

- Produced editorial, video, and social media content that reached an audience of 30,000+ readers and viewers.
- Collaborated with 10+ industry professionals through training sessions, gaining mentorship in multimedia storytelling.
- Contributed to digital marketing campaigns that improved community engagement by 20%.

LEADERSHIP

SOPHOMORE CLASS COUNCIL	Atlanta, GA
Social Media Committee Member	May 2025 – Present

- Boosted student engagement 30% by creating and managing 15+ posts across platforms.
- Developed and executed social media campaigns, maintaining a consistent and engaging brand voice.
- Analyzed analytics to optimize content strategy, increasing average post engagement 20%.

VYBZ CARIBBEAN STUDENT ASSOCIATION	Atlanta, GA
Second Attendant to Miss Vybzs CSA	May 2025 – Present

- Represented 200+ Caribbean students, promoting cultural pride and campus unity.
- Participated in 10+ cultural and leadership events, enhancing student engagement.
- Delivered public remarks to audiences of 50 students, boosting visibility of the organization.

AWARDS AND ORGANIZATIONS

CAUTV, <i>Member</i>	2024 – Present
Her Campus CAU, <i>Editorial Writer</i>	2025 – 2025
Dean’s List	2024 – Present