

Christian Byers

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EDUCATION

Bachelor of Science in Media Studies and Journalism, Communications
Eastern Michigan University

Dec 2022 | Ypsilanti, MI

PROFESSIONAL EXPERIENCE

CapStone Holdings Inc.

Social Media Director, GameAbove

Oct 2024 – May 2026 | Detroit, MI

- Directed social media strategy, creative direction, content production, and brand storytelling across LinkedIn, Instagram, Facebook, and X, leading executive communications, event coverage, visual branding initiatives, and multimedia campaigns.
- Increased total platform impressions by 559%, Instagram impressions by 3,300%, and overall audience reach by 244%, while growing LinkedIn audiences by 431%, generating 2.75 million+ Instagram views, and increasing engagement rates from 5.5% to 11.2%.

Social Media Director, Detroit Amplifiers

- Led social media strategy, creative direction, content production, graphic design, and real-time event coverage for the BIG3-affiliated Detroit Amps, developing premium sports content that strengthened brand visibility and audience engagement.
- Generated more than 5.5 million Instagram views, grew the audience to 3,231 followers, and significantly expanded non-follower reach through cinematic storytelling, viral short-form content, and platform-native sports media campaigns.

Social Media Director, ECHL Unfiltered

- Led social media strategy and content distribution for ECHL Unfiltered, an Emmy-nominated Roku documentary series, transforming long-form documentary episodes into high-performing short-form content designed to increase audience engagement and streaming visibility.
- Grew the brand's audience by more than 400% (approximately 200 to 1,000+ followers) and generated 750,000+ views across Instagram and TikTok, expanding awareness of the documentary series and driving viewership to Roku.

Creative Director, GameAbove Golf Invitational

- Led creative direction, branding, event messaging, sponsor relations, content strategy, and social media execution for the inaugural GameAbove Golf Invitational, an elite NCAA Division I women's golf tournament featuring nationally ranked programs including Oregon, USC, SMU, Arizona, Hawaii, and Eastern Michigan.
- Produced a tournament content experience modeled after the presentation standards of The Masters, generating 729,538 Instagram views, reaching 77,855 accounts, producing 20,121 audience interactions, increasing GameAbove Golf reach by 2,068%, and securing a strategic creator partnership with sports influencer Jenna Bandy (3M+ followers).

General Motor Company

Jul 2024 – Oct 2024 | Warren, MI

Social Media Advisor

- Managed customer inquiries and case resolutions across Chevrolet, Buick, Cadillac, GMC, and Hummer social media channels, delivering timely, solutions-focused support to enhance the customer experience.
- Maintained brand voice consistency across all customer interactions while strengthening digital engagement and reinforcing customer trust across multiple automotive brands.

AFC Ann Arbor

Feb 2024 – Jul 2024 | Ann Arbor, MI

Social Media Strategist

- Developed and executed social media strategies aligned with club objectives, promoting matchdays, increasing fan engagement, and supporting ticket sales through targeted digital campaigns.
- Produced high-impact content, managed community engagement, and leveraged performance analytics to strengthen audience loyalty and increase engagement across club social channels.

Rocket Companies

Freelance Copywriter

Apr 2023 – May 2026 | Detroit, MI

- Created SEO-driven financial content that provided consumers with unbiased, actionable insights while supporting Rocket Companies' content marketing objectives.
- Produced long-form articles ranging from 800–2,000 words, managing multiple assignments simultaneously while maintaining accuracy, editorial quality, and on-time delivery.

Design Communications Intern

Sep 2022 – Apr 2023 | Detroit, MI

- Assisted with content creation for Rocket Central's internal communication channels, supporting corporate communications initiatives and subject matter expert interviews.
- Collaborated with product managers and cross-functional stakeholders to develop clear, impactful messaging for internal email campaigns, SharePoint communications, and employee engagement initiatives.

SKILLS

Adobe Creative Suite | Canva | Meta Business Suite | CapCut | MailChimp | Claude Cowork | Social Media CRM