

Christian Byers

Social Media Strategist | Creative Director | Content & Brand Marketing

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SUMMARY

Social media and content strategist with 4+ years of experience driving content strategy, creative production, community engagement, audience growth, and analytics across professional sports and digital media. Generated 5.5M+ Instagram views and drove 400%+ follower growth, with additional expertise in brand development, creator partnerships, creative leadership, and SEO copywriting.

PROFESSIONAL EXPERIENCE

Freedom Mortgage

Remote | Sep 2025 – Present

Copywriter

- Create consumer-focused mortgage and personal finance content supporting digital marketing and customer acquisition initiatives.
- Translate complex lending concepts into accessible, engaging articles while balancing SEO best practices, editorial standards, accuracy, and audience needs.

CapStone Holdings Inc. / GameAbove

Social Media Director

Detroit, MI | Oct 2024 – May 2026

- Led social strategy, creative direction, content production, brand storytelling, executive communications, and performance reporting across GameAbove and its sports properties.
- Generated 2.75M+ Instagram views while increasing total platform impressions 559%, reach 244%, and engagement rate from 5.5% to 11.2%.

SELECTED SPORTS & MEDIA PROPERTIES

ECHL Unfiltered

Oct 2024 – May 2026

- Transformed long-form documentary episodes into platform-native short-form content for Instagram and TikTok, identifying personalities, storylines, humor, and behind-the-scenes moments built for social audiences.
- Drove 400%+ follower growth and 750K+ views across Instagram and TikTok, expanding awareness of the Emmy-nominated Roku series.

GameAbove Golf Invitational

Rolling Hills Estates, CA | Jan 2026 – Apr 2026

- Led creative direction and social strategy for the inaugural NCAA Division I women's golf tournament, overseeing event, athlete, partner, and social content while initiating a creator partnership with Jenna Bandy (3M+ audience) and Game ChangeHER.
- Generated 729K+ Instagram views, 20K+ engagements, and a 2,068% increase in reach.

Detroit Amplifiers

Feb 2025 – Sep 2025

- Helped establish the social voice and visual identity of the professional BIG3 team during its inaugural season, leading strategy, short-form video, graphic design, live coverage, community engagement, and partner content while supporting production and social rollout of the behind-the-scenes series *Amp City*.
- Generated 5.5M+ Instagram views through platform-native storytelling, short-form video, and real-time sports content.

GameAbove Sports Bowl

Dec 2024 – Jan 2026

- Led creative production and real-time content operations for the NCAA football bowl game, directing videographers, photographers, and designers across event-day coverage.
- Managed production schedules, location assignments, partner deliverables, content priorities, and turnaround deadlines to keep creative teams aligned in a fast-paced live sports environment.

Best Of Legacy LLC
Copyeditor

- Copyedited and proofread print and digital content for professional athletes including Leonard Williams, Johnny Gaudreau, Teoscar Hernández, and David Fry, improving clarity, consistency, grammar, and publication readiness.
- Applied client-specific style guides to maintain consistency in tone, formatting, terminology, and brand voice across projects.

Remote | Aug 2024 – Oct 2025

General Motors Company
Social Media Advisor

- Managed social care and community interactions across Chevrolet, Buick, Cadillac, GMC, and HUMMER channels, resolving customer issues while maintaining brand-specific voice and communication standards.
- Navigated high-volume public-facing conversations and escalations, balancing responsiveness, customer experience, and brand reputation.

Warren, MI | Jul 2024 – Oct 2024

AFC Ann Arbor
Social Media Strategist

- Developed and executed social strategy for the USL League Two club, creating matchday coverage, player content, announcements, promotional creative, and supporter-focused content across social channels.
- Managed publishing and community engagement while using performance analytics to refine content and support fan engagement and ticket-marketing efforts.

Ann Arbor, MI | Feb 2024 – Jul 2024

Rocket Companies 
Copywriter

- Created SEO-driven personal finance content that translated complex financial topics into clear, actionable information while supporting content marketing objectives.
- Produced long-form articles ranging from 800–2,000 words, managing multiple assignments simultaneously while maintaining SEO optimization, research, editorial standards, and fact-checking.

Detroit, MI | Apr 2023 – May 2026

Design Communications Intern

- Supported Rocket Central internal communications through email, SharePoint, SME interviews, and cross-functional messaging in partnership with product managers and communications stakeholders.

Detroit, MI | Sep 2022 – Apr 2023

SKILLS

Social Media Strategy | Creative Direction | Brand Development | Content Strategy | Audience Growth & Social Media Analytics | Graphic Design | Short-Form Video & Content Production | Influencer Marketing & Creator Partnerships | Copywriting & SEO Content | Campaign Management

TOOLS

Adobe Photoshop | Adobe Premiere Pro | Canva | CapCut | Mailchimp | Meta Business Suite | Hootsuite

EDUCATION

Eastern Michigan University
Bachelor of Science | Double Major: Media Studies & Journalism, Communications

Ypsilanti, MI | Dec 2022