



# BRENDAN REILLY

## SOCIAL MEDIA EXPERT

### PROFILE

Creative and results-driven social media expert with deep expertise in content creation, platform-native strategy, and community engagement. Adept across all major social platforms with a strong understanding of best practices for organic growth and brand storytelling. Brings a uniquely versatile background spanning corporate legacy brands, cutting-edge media companies, and fast-paced startups. Industry experience includes sports, media, finance, tech, and food & beverage—delivering high-impact content across diverse audiences and brand voices.

### WORK EXPERIENCE

#### PepsiCo - Mountain Dew Community Manager

2024 - 2025

- Developed & executed original, platform-specific content for all social platforms, resulting in a boost in brand relevance and engagement.
- Led content calendar planning for product campaigns and brand initiatives, ensuring timely & high-impact delivery across key channels.
- Managed @MtnDewGaming sub-account alongside the primary handle, overseeing day-to-day publishing, community engagement, and influencer collaborations.
- Monitored social performance metrics to provide actionable insights to the broader strategy team.

#### Yieldstreet (Fintech Startup) Social Media Manager

2022 - 2023

- Revamped social media strategy by introducing tailored content streams across platforms, created and executed said content
- Analyzed social data to guide strategy pivots and optimize paid and organic performance.

#### Barstool Sports

2017 - 2021

Social Media Manager / Podcast Producer

- Produced, shot, and edited multiple weekly podcast episodes and high-performing social content.
- Managed social strategy and content development for Barstool Gametime, growing audience through trend-savvy, culturally relevant media.
- Led creative production for daily short-form videos, weekly YouTube series, and Snapchat shows with rapid turnaround.
- Oversaw influencer-facing and celebrity-driven interviews, enhancing cross-channel storytelling.

### CONTACT

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### EDUCATION

#### UNIVERSITY AT ALBANY

- Bachelor's of Journalism

### SKILLS

- Adobe Creative Suite
- Content Organization
  - Hootsuite, Sprinklr
- Extensive Social Media Platform Knowledge
- Copywriting
- Trend Spotting

### ACHIEVEMENTS

- Initiated new video content strategy that doubled Yieldstreet's video views on all platforms
- Oversaw social components for Mtn Dew x Final Fantasy's campaign that was internationally successful
- Grew Barstool Gametime's social presence to over 2M combined followers across all platforms
- Recorded and edited podcasts, radio shows, short and long form videos that received millions of downloads, listens & views