



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, news and food & beverage—delivering high-impact content across diverse audiences and brand voices.

WORK EXPERIENCE

The Weather Channel

2025-CURRENT

Social Media Manager

- Worked cross-collaboratively with the editorial team to create high-quality informational weather content campaigns.
- Managed daily social calendar, content organization workflows, and data tracking of social accounts.
- Quickly created viral content during intense weather phenomenon such as hurricanes & winter storms during high-relevancy timeframes.

PepsiCo - Mountain Dew

2024 - 2025

Community Manager

- 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.
- Monitored social performance metrics to provide actionable insights to the broader strategy team.

Yieldstreet (Fintech Startup)

2022 - 2023

Social Media Manager

- Revamped social media strategy by introducing tailored content streams across platforms, created and executed said content
- Analyzed social data to guide executives on strategy and optimizations for their social pages

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, Asana
- Extensive Social Media Platform Knowledge
- Copywriting
- Trend Spotting

ACHIEVEMENTS

- Lead social efforts for The Weather Channel during intense storm coverage, generating millions of impressions
- Oversaw social components for Mtn Dew x Final Fantasy's campaign that was internationally successful
- Initiated new video content strategy that doubled Yieldstreet's video views on all platforms
- 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