

# BRIAN WRIGHT

## CONTACT

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## SKILLS

- Editing/Proofreading
- Project Management
- Content Creation/Strategy
- Copywriting
- Social Media
- Product Management
- SEO Tracking/Google Analytics
- Media Relations
- Agile/Waterfall Methodology

## CERTIFICATIONS

**CERTIFIED SCRUM MASTER (CSM)**  
SCRUM ALLIANCE | APRIL 2019

## EDUCATION

**VIRGINIA TECH**  
BA | COMMUNICATION

## EXPERIENCE

### FREELANCE CONTENT CREATOR

- Write digital content, create videos, design graphics, and plan content strategy on baseball history for clients and my own social media accounts.
- Clients include Metsmerized Online, Just Baseball, Maapify.

### PROJECT MANAGER

EVERFI | 2021 - PRESENT

- Oversee product lifecycle for K-12 course builds on socially impactful subjects such as sustainability, financial wellness, Black history, and mental health.
- Responsible for project delivery, initiating continuous process improvements while maintaining customer relationships, and managing content development.
- Establish cross-functional communication to ensure on-time delivery of digital learning products.

### FREELANCE BASEBALL REPORTER

MLB.COM | 2022 - PRESENT

- Provide full game coverage in Los Angeles and Anaheim.
- Write stories and features, conduct interviews with players and managers, update details on injuries and prospects.

### AUTHOR

NEW YORK METS ALL-TIME ALL-STARS | PUB. 2020  
METS IN TENS | PUB. 2018

- Independently led social media rollout of 3-5 content posts weekly across Instagram, Twitter and Facebook.
- Organized book tour appearances, panel discussions, author signings and podcast interviews.
- Performed market research and competitive analysis.

### SCRUM MASTER

NAKUPUNA COMPANIES | 2019 - 2021

- Led multiple agile project teams across product lifecycle; ensured accurate delivery of software deliverables.
- Facilitated daily scrums, sprint plannings, sprint demos, and retrospective meetings.

### WRITER/EDITOR

RCM SOLUTIONS | 2017 - 2019

- Developed communications plans, social media analysis, newsletters, video scripts, and training material.
- Created editorial guidelines which led to improvements in content quality and efficiency.