

Ayden Brown

Charleston, S.C. | (843) 297-5557 | aydenbrown@gmail.com

EDUCATION

University of South Carolina - Columbia, S.C.

May 2025

Bachelor of Arts in Journalism and Mass Communication

Major: **Sports Media** | GPA: 3.82

Awards: President's List (1 Semester) | Dean's List (5 Semesters) | LIFE Scholarship, Leadership Ambassador Program | Graduated Magna Cum Laude

Activities: Club Baseball, Independent Sportswriting on Substack

RELEVANT EXPERIENCE

USC Club Baseball – Columbia, S.C.

August 2023 – May 2025

Social Media Chair & Executive Board Member

- Created short and long-form video content and graphics, contributing to a 216% rise in profile interactions and 43% follower growth across platforms
- Managed posting strategy across all team accounts and assisted in photography and design
- Led the team as Captain and Manager in Spring 2025, achieving first playoff berth, first 20-win season, and most wins in school history
- Oversaw practice planning, game lineups, travel logistics, umpire communication, and team culture

Carolina Playmakers/CP7 Sports Performance - Columbia, S.C.

January 2024 – May 2024

Digital Content Producer & Social Media Manager

- Produced over 75 videos for marketing campaigns, resulting in a 58.8% increase in Instagram followers
- Recorded and edited a weekly podcast; conducted interviews with clients and staff
- Traveled to offsite locations to film client sessions; managed all social media platforms

Charleston Umpire Academy - Charleston, S.C.

August 2018 – Present

Baseball Umpire

- Facilitate pregame meetings with coaches to establish rules and expectations
- Ensure safety, enforce regulations, and communicate effectively with players, coaches, and spectators

OTHER EXPERIENCE

Independent Sportswriting on Substack

October 2023 – Present

Independent Sportswriter

- Publish and produce original sports journalism content in written form.
- Researching relevant statistical and analytical information to include within articles.