



Brittany Lue-Choy Jackson

SOCIAL MEDIA MANAGER & COORDINATOR

PROFESSIONAL SUMMARY:

Passionate and dynamic multimedia professional with a strong background in digital marketing, content creation, and social media management. Adept at engaging audiences, developing marketing strategies, and enhancing brand visibility through innovative storytelling. Experienced in the intersection of sports, entertainment, and dance, bringing a unique perspective on engagement, content strategy, and performance-based marketing. Skilled in creating meaningful interactions that drive customer engagement and sales. Enthusiastic about sports, live entertainment, and delivering top-tier experiences.

ACADEMIC BACKGROUND:

UNIVERSITY OF CENTRAL FLORIDA

Bachelor of Arts in Communications

Major in Radio and Television: Broadcast Journalism

Minor in Dance

AREAS OF EXPERTISE:

- Social Media Management & Engagement
- Content Creation & Brand Storytelling
- Email Marketing & Campaign Execution
- Photography & Video Editing
- Event Hosting & Fan Engagement
- E-commerce & Website Content Management
- Adobe Premiere Pro, Photoshop, Canva
- Dance Instruction & Choreography
- Fan Experience Strategy & Brand Development

GET IN TOUCH:

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EXPERIENCE

On-Air Talent / In-Arena Host / Reporter

Miami Heat

August 2019 – 2023

- Enhanced the Miami Heat fan experience through engaging live interactions and dynamic storytelling.
- Developed compelling in-game content and conducted entertaining interviews with fans and athletes.
- Acted as a key brand ambassador, bridging the gap between the team and its passionate fanbase.
- Proficient in public speaking, scriptwriting, and delivering engaging sports narratives.

Creative Director & Marketing Agent

Arthor Jackson Ministries, Inc.

February 2023 – Present

- Develop and execute marketing strategies to increase brand awareness and drive sales.
- Oversee social media engagement and digital content to enhance online presence.
- Curate community outreach events and engagement programs to connect with target audiences.
- Lead creative campaigns, ensuring alignment with nonprofit objectives.

Virtual Assistant & Digital Marketing Consultant

Brittany Lue-Choy Virtual Services

August 2020 – Present

- Designed and implemented marketing plans to elevate small business brands.
- Managed social media platforms, email marketing campaigns, and content creation strategies.
- Developed CRM management systems and increased customer retention through tailored marketing strategies.

Freelance Digital Media Consultant

January 2015 – August 2020

- Designed and implemented marketing plans to elevate small business brands.
- Managed social media platforms, email marketing campaigns, and content creation strategies.
- Developed CRM management systems and increased customer retention through tailored marketing strategies.

ADDITIONAL EXPERIENCE

Professional NBA Dancer & Team Captain

Miami Heat

August 2016 – July 2021

- Led and mentored a team of 20+ athletes, serving as an ambassador for the Miami Heat brand.
- Organized community events, clinics, and global engagements representing the organization.
- Played a key role in fan experience strategies, bridging the entertainment and sports worlds.
- Provided creative direction for performances and social media direction, ensuring alignment with the Heat brand.