

MICHAEL GHANSAH

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PROFESSIONAL SUMMARY

Sports social and digital marketer who built a basketball media brand from zero to 50,000+ followers and 100M+ annual views, publishing up to 15 posts daily across three platforms before selling it in 2023. Experienced in social promotions, content ideation, social copywriting, content calendar management, real-time publishing, and audience engagement.

RELEVANT EXPERIENCE

Founder & Social Content Producer

SidelineAccess (Instagram, TikTok, X) | Nov 2018 – Jan 2023

- Built a basketball content brand from scratch to 50,000+ followers and 100M+ annual views at peak over five years, and sold the brand in 2023.
- Published 10 to 15 posts per day at peak, including three original pieces daily plus highlight and breaking news content, across three social platforms.
- Developed content ideas and drafted social copy for video, graphics, and posts covering NBA players, coaches, teams, statistics, standings, trades, and league history.
- Created an original interactive series that let the audience vote on a fictional player's career path through the NBA, the brand's highest-performing content and a repeatable driver of community engagement.
- Owned a season-long content calendar, tracking planned posts against publish dates and managing competing deadlines in a fast-paced breaking-news environment.
- Tracked performance by format, identified carousels as the top performer, and built four recurring formats on locked templates to cut production time and hold a consistent brand voice.
- Monitored social trends daily, published in real time during games and breaking news, and ran daily community engagement that built a repeat audience.

Social & Digital Communications Manager

Church of Pentecost USA Inc. | Aug 2022 – Aug 2024

- Managed three channels for a national organization, Instagram, TikTok, and a WhatsApp community, growing the social presence from scratch to 3,000+ followers.
- Owned the content calendar and publishing cadence, collecting promotional content requests from leadership and districts, tracking them against deadlines, and distributing content plans to publishing stakeholders to keep the team aligned.
- Produced content for the organization's global mission campaign and covered its regional Easter convention, a 3,000+ member event spanning nine districts.
- Coordinated across districts, regions, and leadership, and drafted copy and designed promotional graphics for organization-wide campaigns.

Operations Team Lead

Walmart | Jun 2022 – Aug 2024

- Led daily operations for a high-volume team and built a more efficient process that increased operational speed by 74%, multitasking across competing priorities through nights, weekends, and holidays.

Marketing Ambassador

Icer Brands, New York, NY | Jun 2019 – Oct 2019

- Created social content across three campaigns for the largest distributor of licensed NBA apparel, each with a distinct visual direction, driving approximately 1M views to the brand's channel.

EDUCATION

Bachelor of Science in Marketing, Minor in Business Administration

Penn State University, Smeal College of Business | Aug 2026

Relevant Coursework: Sports Marketing, Advertising & Sales Promotion Management, E-Commerce Marketing, Marketing Strategy, Marketing Research, Public Relations & Marketing

SKILLS

Basketball & Sports: NBA Knowledge, Players, Coaches & Teams, Statistics & Standings, Basketball History, Basketball Analytics, Basketball Content, Sports Media, Sports Marketing

Social & Digital Content: Social Promotions, Social Media Strategy, Social Media Management, Content Creation, Content Ideation, Content Publishing, Content Distribution, Promotional Content, Content Calendars, Social Copywriting, Brand Voice, Trend Monitoring, Audience & Community Engagement

Analytics: Social Analytics, Audience Analytics, Performance Reporting, KPI Tracking, Campaign Planning & Execution

Tools: Adobe Photoshop, Adobe Premiere Pro, Final Cut Pro, Canva, Microsoft Excel, Microsoft PowerPoint, Google Workspace

Professional: Project Management, Deadline Management, Multitasking, Stakeholder Coordination, Cross-Functional Collaboration, Internal Communications