



BRITTNEY LOTT

DIGITAL MEDIA PROFESSIONAL

CONTACT

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www.brittneylott.com



@brittneylott



EDUCATION

Oregon State University, Corvallis, OR | 2016

College of New Media Communications
B.S. Digital Communication Arts, Cum Laude
Emphasis in media and society

Seattle University, 2012-2014

Student Athlete - Softball

SKILLS

Social Media Strategy
Brand strategy
Content Creation
People Management
Crisis Management
Community Management
Photography
Videography
Adobe Creative Cloud Suite
Final Cut Pro
Simply Measured
Sprout Social
Social Bakers
Smartsheet
Asana

PROFILE

Digital and Social Media professional with background in sports, news, health care and tech. Specialist in brand strategy, social media strategy, social media content creation, digital journalism and crisis management.

PROFESSIONAL EXPERIENCE

SOCIAL MEDIA MANAGER

MultiCare Health System, Tacoma, WA | 2017-present

Strategic leadership for our social media team and collaborative strategic leader for brand positioning and messaging. People manager for the social media team. Manage, create, schedule and promote content across our social media footprint.

- o Increased social media audience from 96,000 to 177,000 in 2024
- o Average engagement increased by 40%

SOCIAL MEDIA MANAGER (CONSULTANT POSITION)

Fortive, Mountlake Terrace, WA | 2021-2023

Conduct a full audit of social media footprint and strategy. Build, present and implement refreshed social media recommendations, best practices and guidance documents.

Create ongoing content for social channels to elevate brand presence, recruiting efforts and content that aligns with other ongoing campaigns and business priorities.

SOCIAL MEDIA PRODUCER

KCPQ/Q13 Fox News, Seattle, WA | 2017-2019

Create and schedule content for Q13 social media platforms, as well as for JOEtv and the Portland CW. Coordinate on-site digital/social coverage for Seattle Seahawks Training Camp and season.

DIGITAL COORDINATOR/REPORTER, SPORTS

KING5 News, Seattle, WA | 2016-2017

Coordinate coverage of local high school sports. Assist in producing the weekly High School Sports Blitz live stream. Create and schedule social media content. Film highlights and provide live coverage at games. Co-host live stream show weekly.

SOCIAL MEDIA AND VIDEO SPECIALIST

Oregon State University Football, Corvallis, OR | 2014-2016

Film and shoot stills at practice and games. Compile game and practice film for coaches and players. Coordinate and create content around community outreach events for athletes.

- o Created a social media campaign to highlight the community outreach initiative 'Beyond Football.'