Thomas K. Harper

Social Media & Content Manager

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SUMMARY

Social media and content manager with 5+ years building audiences from zero across sports, healthcare, and live-event brands — 3.9B+ total views across six brands, earned organically. Grew NET Elite Baseball from 400 to 304K Instagram followers with a 108M-view peak month, edit all video in-house (Premiere Pro, Final Cut Pro, CapCut), and run paid Meta/TikTok campaigns plus email marketing to 150K+ contacts.

SKILLS

Paid Social: Meta Ads Manager, TikTok Ads Manager
Video Editing & Design: Adobe Premiere Pro, Final Cut Pro, CapCut, Canva, Adobe Creative Suite
Social Management & Analytics: Sprout Social, Hootsuite, Meta Business Suite, HubSpot, Mailchimp, Google Analytics (GA4), KPI dashboards, A/B testing, ROI measurement
Content & Growth: Short-form video (Reels, TikTok), copywriting & hook writing, community management, influencer & creator partnerships, email marketing, YouTube SEO, SEO
Other: Microsoft Office (Excel, PowerPoint, Word), SQL

WORK EXPERIENCE

Amateur Pickleball Association & World Pickleball Tour — Remote, Contract **Sep 2024 – Present**
Media & Marketing Director

- Grew APA's Instagram from 2.2K to 12K followers and World Pickleball Tour's from 4.8K to 12.6K (24.6K+ combined) with editorial pro-tour coverage and player-narrative content — 270+ posts shipped and 3.6M monthly views on WPT.
- Build influencer and creator partnerships to monetize both brands and expand reach across the pickleball community.

NET Elite Baseball — Remote **May 2021 – Oct 2025**
Director of Marketing & Assistant Operations Manager

- Grew Instagram from 400 to 304K followers and launched TikTok from zero to 40K+ through short-form video, trend-responsive content, and daily community management — scaling from ~1K to a 108M-view peak month; monetized the audience into $135K in tracked organic Meta revenue ($82K in 2025).
- Launched and managed the YouTube channel — video ideation, scripting, editing, thumbnail design, and YouTube SEO — growing it to 1.2K subscribers and 78K total views.
- Ran email marketing campaigns in Mailchimp and HubSpot to a 150,000+ contact list, lifting open rates from 2% to 12% with a 40% click-to-open rate.
- Produced all creative in-house: video editing in Premiere Pro, Final Cut Pro, and CapCut; graphics in Canva; scheduling, reporting, and engagement tracking (reach, impressions, engagement rate, follower growth) in Sprout Social and Hootsuite.
- Directed on-site marketing and event operations for showcases hosting 100+ teams per weekend across multiple venues.

Pastime Baseball — Remote **Aug 2024 – Aug 2025**
Director of Media & Marketing

- Grew Instagram from 3.8K to 18K followers (~5x) in one year by rebuilding the feed around hook-driven, shareable moments — peaking at 18.8M views in a single month and lifting website link clicks 289% year-over-year.
- Produced live tournament coverage — highlights, real-time updates, and behind-the-scenes video — and directed the internal media team to deliver consistent, on-brand content across platforms.

Nashville Knee & Shoulder — Remote, Contract **2024 – 2025**
Social Media & Content Manager (Healthcare)

- Built an orthopedics practice's Instagram from zero to 1.9K followers in eight months with a Reels-led educational Q&A format, reaching 980K+ monthly views with $0 spent on growth.
- Ran Meta ad campaigns behind select conversion pushes, driving a 15% lift in new patient contacts versus email marketing alone.

EDUCATION

University of North Carolina Wilmington — Wilmington, NC **Aug 2019 – May 2023**
Bachelor of Science in Accounting | GPA: 4.00/4.00