

Marcus Greaves

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Education

Oregon State University

B.S. in Digital Communications & Media Strategy
2013 – 2017

Student-Athlete: Applied media skills through practical experience in sports storytelling

Key Skills

- Branded Content Strategy
- Sponsor & Partner Integration
- Multi-Platform Storytelling
- Social Media Campaigns
- Audience Growth & Retention
- Television broadcast
- Performance Analytics (Google Analytics, Meta Suite)

Accolades

- Two-Time Emmy Award Winner – Best Sports Story (2023, 2024)
- Super Bowl Coverage Lead – Strategy and Execution for CBS 8 Digital Platforms

Technical

- Google Analytics
- YouTube Studio Analytics
- Meta Business Suite
- Hootsuite
- Mailchimp
- Premiere, Edius, Audition)

Profile Summary

Two-time Emmy-winning Sports Anchor and Brand Content Strategist with a proven track record of creating high-impact, sponsor-driven sports content across TV, digital, and social platforms. Expert in aligning storytelling with brand goals to grow audiences, drive engagement, and unlock new revenue opportunities. Skilled in building multi-platform campaigns around major sports events, securing sponsorships, and producing content that resonates with fans and partners alike.

NBC 11 – Atlanta, GA
Sports Anchor / Reporter | August 2024 – Present
On-Air Talent | Content Strategist | Audience Growth Leader

Lead high-velocity, story-driven coverage of the Braves, Falcons, Hawks, and Atlanta United across broadcast, digital, and social platforms.

Developed branded segments around Falcons, Braves, and Atlanta United with integrated sponsor elements that drove 30% lift in ad retention.

Created cross-platform sports campaigns that grew key demographics by 27% and increased social video shares by 40%.

Produced “Sports Impact” digital series tailored for brand alignment and multi-screen engagement.

CBS 8 – San Diego, CA
Sports Anchor / Reporter | July 2021 – August 2024
Multi-Platform Content Leader | Campaign Builder | Emmy-Winning Storyteller

Developed and executed multi platform Super Bowl LVI & LVII content plans spanning on-air, web, Instagram, and TikTok driving 3.2M total digital impressions.

Led branded Super Bowl LVI & LVII content campaigns, resulting in 3.2M digital impressions and multiple ad partner renewals.

Created and pitched “Marcus' Minutes” segment sponsored by local partners with high audience engagement and community impact.

Produced two Emmy-winning stories that integrated sponsor messaging without compromising editorial value.

Created pitch decks and reports that secured strategic partnerships between San Diego State, the Padres, and CBS 8.

KOIN 6 – Portland, OR
Sports Anchor / Digital Sports Lead | July 2018 – July 2021
Brand Developer | Podcast Creator | Digital Engagement Driver

Built and branded KOIN 6’s digital sports presence while successfully pitching and securing partnerships between Oregon State Football and KOIN 6 Digital Sports.

Launched KOIN’s first-ever sports podcasts, “Ducking Around” and “Beaver Smack,” both of which secured segment and title sponsors.

Built digital video strategy that aligned with both fan interests and sponsor KPIs.

Secured title sponsorships through tailored media kits, increasing podcast monetization and creating branded mini-series for partners.