

Jacob Meshel

Social Media Manager

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Sports social media leader with 6+ years of experience building strategy, shaping brand voice and leading real-time content across MLB, NBA and NHL. Experienced in high-volume publishing, live game coverage, creative production, team leadership and data-informed social strategy across major platforms.

EXPERIENCE

May 2025 – Present
Miami, FL

Miami Marlins & loanDepot park
Social Media Manager

- Lead organic social strategy, brand voice, day-to-day publishing and live coverage across X, Instagram, TikTok, YouTube, Facebook and emerging platforms.
- Direct real-time coverage across the 162-game MLB season, turning game moments, trends and storylines into timely, platform-specific content.
- Help lead a social team of coordinators, associates and interns, providing creative direction, editorial judgment and feedback on daily content.
- Partner with creative, video, photography, communications, partnerships, marketing and baseball operations to manage the social calendar and execute organizational priorities.
- Grew the Marlins audience 18% on X, 6.25% on Instagram and 16% on TikTok during the 2026 season; grew loanDepot park 135% on Instagram and 145% on Facebook.
- Increased Marlins social impressions from 46.9M to 73.9M and engagements from 1.97M to 3.08M through July 2026; developed campaigns generating 10M+ and 15M+ views.
- Monitor audience growth, content performance, sentiment and platform trends using Hootsuite, Talkwalker and native analytics to inform creative and publishing decisions.

Jul 2022 – Apr 2025
Florida

Bally Sports Florida & Sun / FanDuel Sports Network
Digital Content Producer

- Managed real-time social coverage across seven X accounts and one Instagram account covering the Miami Heat, Orlando Magic, Miami Marlins, Tampa Bay Rays, Florida Panthers and Tampa Bay Lightning.
- Wrote and published live game content while adapting voice, tone and creative strategy for multiple professional sports brands and fan bases.
- Served as an on-site social producer for major events, including the Florida Panthers Stanley Cup runs and postseason games.
- Created social-first graphics, short-form video, interviews, highlights, photography and original content for Instagram, X, TikTok, YouTube and Facebook.
- Helped grow the network's primary Instagram audience by more than 70% while generating significant growth across its X accounts.
- Collaborated with marketing, production, ad sales, partnerships, athletes, broadcasters and team personnel on campaigns and event coverage.

Sep 2020 – Jun 2022

uSTADIUM
Social Media Coordinator & Content Creator

- Created and published real-time sports content including breaking news, graphics, video and fan-focused storytelling; supported daily planning, community engagement and trend-driven content.

EDUCATION

Nova Southeastern University
B.A., Digital Media and Finance
May 2022

STRATEGY

Brand Voice · Content Strategy · Real-Time Publishing · Social Listening · Community Engagement · Content Calendars · Trend Identification · Campaign Development · Performance Reporting

CREATIVE & TOOLS

Adobe Premiere Pro · After Effects · Photoshop · Lightroom · CapCut · Hootsuite · Talkwalker · Google Workspace · Wrike