

Mekhi Simpson

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SUMMARY

Sports professional with a Master of Professional Studies in Sports Industry Management from Georgetown University. Researches and writes stories that highlight people, organizations, and brands, from executive interviews at Shortlist to launch posts and founder communications at Ligo. Spent two seasons with Georgetown Athletics, from student manager to leading marketing for three varsity programs.

EXPERIENCE

Shortlist (Short Inc.)

Nov 2025 – May 2026, Aug 2026 – Present

AI Marketing Associate · Remote

- Launched and host an [interview series \(shortlistos.com/writing\)](https://shortlistos.com/writing), highlighting social and creator leaders: researched, booked, and scheduled guests with their teams, then interviewed and wrote up Haus Labs' Director of Social and Senior Influencer Marketing Manager, WME Basketball's Head of Creative & Strategic Marketing, and a former MrBeast data scientist.
- Wrote and published the company blog end to end: 12 of 12 pieces under own byline in 11 weeks, spanning interviews, competitive analysis, and brand strategy; now writing brand teardowns for shortlistos.com.

Ligo Inc.

Mar 2026 – Oct 2026

Contractor, Content & Marketing · Remote

- Designed 13 of Ligo's Instagram posts for its Georgetown launch, including founding-partner announcements, the Campus Feed launch, and weekly campus recaps; built the brand kit and a custom call-to-action graphic for each partner club.
- Ghostwrote the founder's letter on the company's story and vision, the one post Ligo kept up when it changed direction; wrote and illustrated the spring blog on how feeds shape attention.
- Wrote and designed lifecycle email (welcome, referral, weekly digest) and a win-back series with its own message for users 3–7, 8–14, 15–29, and 30+ days away.
- Kept a 9-person team and 5 interns informed with automated weekly social and growth reports, twice-weekly task digests, and a video brief format the team kept using.
- Helped run the Oct 7 relaunch (80+ sign-ups, 15–20 daily active users in 10 days); co-developed the spring content strategy behind growth from ~100 to 458 users in a month.

76ers, Harris Blitzer Sports & Entertainment (HBSE)

Jun 2025 – Aug 2025

Intern, Corporate Partnerships Solutions · Camden, NJ

- Worked on the Morgan & Morgan partnership renewal; built competitor, prospect, brand, and partner audits that shaped renewal strategy, activation planning, and partnership pitches.
- Developed tailored partnership proposals with Sales and cross-functional teams, matching digital, social, community, and in-arena assets to each client's objectives.

Georgetown University Athletic Department

Oct 2024 – May 2025

Graduate Associate, Marketing & Promotions · Washington, DC

- Marketing lead for men's lacrosse and softball and co-lead for women's basketball; coordinated with the DEI department on women's basketball theme nights highlighting kids.
- Wrote the run of show for every men's lacrosse and softball game; worked with softball players on activations for cause-themed games and senior days.
- Ran point on 20 events across 46 game days, coordinating daily with communications, operations, and ticketing staff; booked VIP guests and managed performers and anthem singers, including men's basketball at Capital One Arena (crowds over 10,000).

Georgetown Women's Basketball

2022 – 2023

Student Manager · Washington, DC

- Worked directly with players every day through the season.

NFL

Jun 2023 – Aug 2023

Intern, Player Engagement · New York, NY

- Prepared players for the league's Personal Branding and Social Media Workshop with their agents: speaker bios and logistics; tracked data for league-wide pre-season programming.

EDUCATION

Georgetown University

M.P.S., Sports Industry Management

2024 – 2026

B.A., Psychology, Minor: Cognitive Science

2020 – 2024

SKILLS

CONTENT & SOCIAL

Interviews & editorial · Social copy & design · Short-form video

EVENTS

Run of show · VIP & talent coordination · Cause & community nights

STRATEGY & RESEARCH

Audience & competitive research · OKRs & measurement · Social analytics · Revenue modeling

TOOLS

Canva · Adobe Firefly · Claude · Remotion · Google Workspace · MS Office

PROJECTS

Sports Communications / PR

Georgetown class projects

- Wrote a mock media pitch for the 76ers' Jared McCain, aimed at a GQ style writer, with a bio and fact sheet.
- On a team of four, built mock communication plans and media kits for a New Balance youth race and a rising tennis player.

Detroit 2029 WNBA

Expansion

Capstone · Sponsorship & Ticketing

- 5-year revenue model, \$22.5M→\$36.3M; 30-page strategy paper + executive presentation.