

## **Brenden Lee '10**

### **Please provide your biographical information.**

Communication Studies major at WCU and graduated in 2010; originally from Horsham, PA and graduated from Hatboro-Horsham High School; I transferred to WCU after spending my freshman year away at school in the Western New York area. I ultimately wanted to be closer to home. WCU was a good school closer to home but far enough to get away.

### **What made you go into this degree?**

I always knew I wanted to work in sports in some capacity but was not sure what role I was looking for. I was originally an accounting major but had a roommate who mentioned he was going to be trying out for the school radio station, WCUR. I decided to tag along and ended up enjoying being a part of WCUR and the potential of transitioning into communications. Just after switching to Communication Studies, I got a PR internship with the Philadelphia Soul during their first Arena Bowl-winning season and loved the work. I switched to communications full time and never looked back.

### **What is your official title and what are your responsibilities in your current position?**

As the Sports Partnerships Communications Lead at Twitter, I promote the work of Twitter's global sports partnerships team. It's my job to highlight how sports leagues, teams and athletes use Twitter to engage with their followers, use their voice and share their point of view with the world every day. That can mean anything from finding trends and data about a viral Tweet from LeBron James, to working with the PGA TOUR or NASCAR on their innovative live streams on Twitter, or even being on-site at the Super Bowl to secure interviews for company spokespeople on Radio Row.

### **What is a typical day like at work?**

One of the things I love about my job is that it can vary so much from day to day or week to week. It really depends on what time of year it is on the sports calendar. Some days are spent in the office on the computer doing a lot of writing and research, while other days I can be lucky enough to travel to events like NBA All Star to staff a Twitter exec at a speaking event.

### **What have been the biggest challenges at work?**

Trying to be creative and not to fall into doing things a certain way because they have always been done that way.

### **What do you enjoy most about your current position?**

I've always loved Twitter, even before working for the company. Twitter plays such an important part in fans' enjoyment of sports that it has become second-nature to check Twitter during the biggest moments in a game or when news is breaking. Being able to have a hand in how that happens is enjoyable.

**What skills, talents, and other traits are useful and necessary to do your job?**

Writing well is important with any communications job, whether you're working in television, radio, or public relations and beyond. Being able to write well, in different formats and for different mediums, sets you apart from those who are seeking the same jobs as you are.

**Do you have a favorite or funny story about work?**

There are numerous stories – both funny and just overall enjoyable memories – which come from the relationships built over the years in the sports industry. People make a huge difference when you spend so much time at work, and I've been fortunate enough to come across some amazing people through my work experience.

**What do you enjoy doing in your free time?**

Traveling, binge-watching shows on Netflix, and spending time with my wife and dog.

**Where do you see yourself in five years?**

No idea, as I've learned that you never know what you'll learn, who you will meet and what you'll discover you like and don't like over time and through your experiences.

**What advice would you give to a current student who aspires to follow in your footsteps and pursue a similar career path?**

Network. Do your research to find people who have similar career paths to the one you aspire to have. Don't be afraid to send an email or make a phone call to ask them a few questions about their background. Sometimes people will say no, but that should not discourage you. You never know who you will ultimately connect with. When people give you time, know what you want to do and how they can help you. Don't just say, "I want to work in sports." Help them help you.

**How has your WCU education contributed to your success?**

My WCU education gave me the foundation and confidence to be able to head into certain roles and get the job done from day one. WCU provided a well-rounded education, both in the classroom and practical application through WCUR and internships secured during undergrad.

**What do you consider to be your greatest accomplishments?**

It has been incredibly rewarding to work for such high-profile organizations that play a significant role in how so many people enjoy sports today.

**What's your favorite memory from when you were a student at WCU?**

My weekly sports radio show and spending Saturdays calling WCU football games were among my favorite times during undergrad.