

# Ian Stonebrook

## Senior Creative



Creative and highly driven storyteller with over a decade of experience crafting compelling content at the intersection of basketball, sneakers, and hip-hop culture. Trusted by leading brands like Kevin Durant's Boardroom, Jordan Brand, GOAT, Complex, 19Nine, and Footwear News to deliver authentic storytelling that resonates with passionate audiences.

Skilled in editorial strategy, brand alignment, and multimedia collaboration, with a deep love for the game of basketball and holistic understanding of hip-hop history and sneaker culture. Known for blending creativity with strategy to bring powerful stories to life across digital platforms.

Proficient in strategic planning, creative problem-solving, and collaboration with virtual and in-person teams to deliver storytelling that connects and delights. Proven ability to manage multiple projects under tight deadlines while maintaining high-quality standards visually and editorially.

### Employment History

#### **Kevin Durant & Rich Kleiman's Boardroom, New York City/Remote – Writer**

DECEMBER 2021 – PRESENT

- [Full Boardroom Author Page](#)
- Led editorial on a company best 8 cover stories while also aiding in pitch process and visual storytelling across social platforms.
- Collaborated with creative teams to develop innovative storytelling strategies on YouTube, social media, and newsletter platforms.
- Directed and created social content that reached audiences of over 10 million followers.
- Researched industry trends in sports, business, and music to inform content creation endorsed by athletes, executives, and entertainers.
- Edited and proofread articles to maintain high-quality standards.
- Managed multiple projects simultaneously, meeting tight deadlines.

#### **Jordan Brand, GOAT, Complex, 19Nine, SoleSavy, Cali BBQ, Footwear News, Austin – Freelance Writer**

JANUARY 2020 – NOVEMBER 2021

- [Ian Stonebrook's Writing Portfolio](#)
- Developed compelling content for brands such as Jordan Brand, GOAT, and Complex, enhancing visibility and engagement.

### Contact

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### Skills

Fast Learner  
Strategic Planning  
Highly organized and efficient  
Creative Problem Solving  
Team Player  
Marketing  
Initiative and Problem-solving Abilities  
Talent Management  
Storytelling  
Photoshop

- Collaborated with Jordan Brand's content arm to pen time-released editorial for The Last Dance docu-series.
- Worked virtually with teams in three different time zones to deliver timely and effective storytelling across sports, apparel, food, and automotive industries.
- Edited and optimized articles for SEO, increasing organic traffic.
- Managed multiple projects simultaneously, meeting tight deadlines.

## **Nice Kicks, Austin – Manager, Editor & Writer**

JUNE 2009 – JANUARY 2020

- Led editorial projects from concept to publication, ensuring high-quality content that aligns with brand voice.
- Brought in and mentored over a half dozen content creators who have gone on to work for Complex Magazine, the San Antonio Spurs, adidas, ASICS, StockX, Wave Media and more.
- Worked directly with top talent in sports and entertainment while collaborating with billion dollar brands.
- Developed and maintained relationships with industry influencers and partners to enhance brand visibility.
- Coordinated cross-functional teams to deliver engaging multimedia content.
- Analyzed audience engagement metrics to refine content strategy and improve reach.
- Mentored junior writers, fostering a collaborative and innovative team environment across hemispheres.

## **Education**

### **Marketing at Michigan State University, East Lansing**

AUGUST 2006 – JUNE 2010

Canva

Social Media Strategy

Newsletter Curation

Interviewing

Talent Hiring

## **References**

### **Jordan Howenstine from San Antonio Spurs**

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(517) 648-7752

### **Nick DePaula from SLAM Magazine, Gentleman's Cut, Sportswear Consultant**

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### **Adam Beard from Nike**

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### **Darren Griffin from Cool for a Living Design Firm**

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### **Bettie Levy from BCL Entertainment**

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### **Travonne Edwards from JD Sports**

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### **Nate Loucks from Front Office Sports**

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### **Robert Mata from Rob Mata Creative Direction**

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