

SAM MOEGENBURG

Head of Social Media | Brand & Content Strategy | Creator & Talent Partnerships
St. Petersburg, FL | Open to 100% Remote — United States
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PROFESSIONAL SUMMARY

Social media and brand marketing leader with 10 years building brand equity, sentiment, and cultural relevance for consumer, entertainment, and lifestyle brands. Owns brand voice, editorial standards, and premium creative direction, and leads the cross-functional teams that produce it — in-house editors and designers, agency partners, and creator networks. Builds AI into content production, competitive research, creator briefing, and performance reporting, removing roughly 12 hours of manual reporting per month while increasing output and creative quality. Six-plus years working remote and hybrid across consulting, agency, and in-house teams.

CORE COMPETENCIES

Brand & Strategy: Brand Strategy, Brand Positioning, Brand Voice & Guidelines, Brand Awareness, Brand Sentiment & Perception Management, Share of Voice, Social Media Strategy, Integrated Campaign Development, Social-First Storytelling, Content Strategy, Editorial Calendar Management, Community Management, Organic Social Growth

Creator & Partnerships: Influencer Marketing, Creator & Talent Partnerships, Ambassador Program Management, Collaboration Posts & Co-Branded Content, Creator Whitelisting & Paid Amplification, Brand Activations & Events, Creative Briefing, UGC Strategy, Rate Negotiation & Contracting

Leadership & Operations: Cross-Functional Team Leadership, People & Performance Management, Agency & Vendor Management, Creative Direction, Video & Content Production Management, Project Management & Workflow Design, Production Budget Management, Executive & Stakeholder Reporting, Brand Compliance & Claim Review

Insights & AI: Social Listening, Competitive & Ad-Library Intelligence, Audience Insights, Marketing Analytics & KPI Reporting, Reporting Automation, AI Content Production (static, video, copy), Prompt Engineering, Trend Forecasting

Platforms & Tools: Instagram, TikTok, YouTube, LinkedIn, X, Facebook, Reddit, Meta Business Suite, Foreplay, Airtable, Make.com, Shopify, Google Analytics (GA4), Midjourney, ElevenLabs, ChatGPT, Claude, Google Gemini

PROFESSIONAL EXPERIENCE

Head of Social Media August 2025 – Present

BioProtein Technology | Tampa, FL

Own brand and social strategy for a national health and wellness brand: brand voice, creative standards, the creator ambassador program, and executive performance reporting.

- Repositioned the brand across Instagram, TikTok, and Facebook, moving creative away from performance-style output toward a premium, editorially consistent standard that raised engagement quality and audience sentiment.
- Lead a 65-creator ambassador program end to end — recruiting, creative briefing, whitelisting, collaboration posts, and rotation calendars — supporting roughly \$400K in annualized revenue.
- Cut roughly 12 hours of manual reporting per month by automating daily, weekly, monthly, and quarterly performance reporting with AI and Make.com, giving leadership same-day visibility into brand performance.
- Direct cross-functional delivery across in-house editors, designers, agency partners, and creators, including a 40-brief video library and rotation calendar that keeps 13 ambassadors publishing on schedule.
- Rebuilt creator briefing around Foreplay and competitor ad-library data, isolating top-performing hooks, formats, and narrative structures and adapting them to brand voice and compliance guardrails.
- Produce AI-assisted creative across static ads, social graphics, and short-form video, compressing concept-to-publish timelines while holding a consistent premium visual standard.
- Built a centralized Airtable content calendar and compliance system so every asset is planned, reviewed, and claim-checked before it publishes.
- Authored the company's 2026 brand guidelines and trained senior leadership on AI tools to align voice, visuals, and copy.
- Standardized brand tone and briefing quality across the marketing org by deploying an AI workspace with maintained brand knowledge bases.

Creative Director & Head of Social Media May 2024 – August 2025

CreatoRev Agency | Los Angeles, CA (Hybrid — primarily remote)

Led brand social and creator strategy for 20+ global clients, pairing creator insight with AI-guided production workflows.

- Grew audience engagement 45% in 90 days across 20 brands through AI-guided content sequencing and platform-native creative direction.
- Cut asset turnaround 40% and production spend 15% by introducing machine-learning creative-testing loops.
- Managed a team of editors, producers, and strategists in agile sprints, delivering 150+ assets at 99% on-time accuracy.
- Produced TikTok's first multi-camera sports livestream with Ryan Sheckler, earning featured-partner status with TikTok.

Social Media Manager December 2022 – May 2024

HydroDAO | Denver, CO (Remote)

Built the brand, community, and communications program for a climate-technology organization in a crowded, credibility-sensitive category.

- Launched a multi-platform brand strategy that tripled community size, raising weekly engagement 1,000% and audience 3.2x in 12 months.
- Replaced manual calendaring with AI-assisted trend forecasting, returning 60% of planning hours to creative development.
- Aligned messaging across social, PR, and community channels into a single narrative that strengthened brand credibility and share of voice.

Head of Social Media & Influencer Relations September 2020 – December 2022

Wild and West (Meta Impact Capital) | Dubai, UAE

Led talent partnerships, activations, and brand launches for entertainment and philanthropic campaigns.

- Helped orchestrate talent campaigns with Ringo Starr, Seth Rogen, and James Franco, contributing to a 200% awareness lift and \$300K in earned media.
- Negotiated 200+ creator and talent deals using an AI rate-benchmark model, trimming cost-per-view 30% while preserving reach.
- Designed brand activations and co-branded collaboration formats that placed partner brands inside culturally relevant moments.

Social Media Marketing Consultant July 2016 – July 2020

Self-Employed | Remote — Los Angeles, CA

Advised 30+ consumer brands on creator strategy, brand positioning, and social growth.

- Guided organic social and creator campaigns for Got Milk, Fashion Nova, and BoohooMAN.
- Helped grow a creator network to 6,000+ spanning fashion, fitness, and lifestyle.

EDUCATION

Savannah College of Art and Design | Film & Communications coursework

CERTIFICATIONS

Google Analytics (GA4) Certification — Google, 2025

Google Digital Marketing & E-commerce Certification — Google, 2025

AI Prompt Engineering — Vanderbilt University, 2025

MEDIA COVERAGE & EARNED PRESS

Feature coverage secured for brand and creator campaigns at Wild and West:

Vogue Business — “How the metaverse influenced New York Fashion Week,” February 2022

Good Morning America — “Quadriplegic artist creates NFT painting for charity,” May 2022