

# ZACHARY BERGER

## PROFESSIONAL SUMMARY

Growth-oriented Social Media Manager with experience in boosting brand awareness, enhancing online reputation, generating engagement, and building audiences across international companies. Expertise in content strategy, project management, and customer engagement across various social platforms. Known for creative marketing strategies, team leadership, and delivering impactful business results.

## WORK HISTORY

### Social Media Manager | 2022

**Snickerdoodle Labs**, New York, NY

As the Social Media Manager for this Web3/blockchain startup, developed and implemented social media, digital, and content marketing plans for pre-launch brand. Established a strong and memorable brand image by building brand's online identity, from visual guidelines to tone of voice. Led the comprehensive search for a suitable social media management and analytics platform.

- Drove a more than 400% increase in engagement and over 250% increase in follower growth.

### Account Strategy Supervisor | 2021

**Praytell**, New York, NY

Day-to-day social media lead for clients including DoorDash for Merchants and Norton 360 for Gamers. Responsibilities included organic social strategy, creative strategy and ideation, data and analytics, community management, audience growth, and client communications.

- Played a key role in the successful launch of DoorDash's "Made By Women" platform. Managed all aspects of the social media campaign, including strategy development, content creation, and real-time community management during an IG Live event. This campaign resulted in significant engagement and follower growth.

### Senior Digital Strategist | 2020 - 2021

**HangarFour, DKC**, New York, NY

Oversaw crisis monitoring and response, content ideation and creation, as well as social listening and reporting. Managed multiple clients, including Indeed, Moët Hennessy, NYU Langone, JobsOhio, Dr. Seuss Enterprises, and RewardsNetwork as social media lead. Formulated organic social strategies to establish and grow brand presence.



New York NY



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## WEBSITES

- zachberger.me
- linkedin.com/in/zachhberger

## SKILLS

- Content Development & Social Media Management
- Social Media Platforms (Facebook, Twitter, Instagram, LinkedIn, YouTube, TikTok, Twitch, Pinterest, Snapchat)
- Graphic Design & Photo Editing
- Photography
- Copywriting
- Brand Development & Positioning
- Digital Marketing & Campaigns
- Account Development & Growth
- Customer Engagement Programs
- SEO Optimization
- Revenue Enhancement
- Team Training & Leadership

## TOOL PROFICIENCIES

- Social Listening (Netbase, Sysomos, Unmetric, Shareablee, Crimson Hexagon)
- Influencer Campaigns (HYPR, TapInfluence, Traackr, Tagger, CreatorIQ)
- Content Management (Sprinklr, Sprout Social, Hootsuite, Buffer)
- Digital Analytics (Google Analytics, Facebook Insights, Instagram Insights, Twitter Analytics, LinkedIn Analytics, Pinterest)

- Successfully generated more than 7M impressions and 200K engagements within a year by executing a comprehensive social media strategy.
- Steered real-time crisis response efforts for Dr. Seuss Enterprises through social listening, effectively driving a positive shift in the brand's online reputation.
- Performed daily/weekly social listening and monitoring for NYU Langone Health during peak of COVID-19, effectively managing crisis communication.
- Organized a successful social media training session for the executive team at Moët Hennessy.

#### **Senior Account Executive, Digital Strategy | 2016 - 2020**

**MWWPR, New York, NY**

Led a wide range of high-level social media marketing initiatives, including the development of innovative social media strategies, execution of detailed analytics and social listening, and creation of impactful crisis management plans. Spearheaded influencer and paid social campaigns with a focus on achieving client objectives, and consistently generated content ideas that aligned with the strategic vision of multiple clients.

- Strategized a successful digital marketing plan that boosted audience by 12%, reaching a total of 1M followers within a year, to achieve Atkins' annual social goal.
- Earned a strong reputation as a top performance leader in digital practice and trusted advisor to client partners. Rapidly advanced through promotions due to delivering exemplary services.

#### **Social Media Strategist | 2017 - 2018**

**Spark Growth, Brooklyn, NY**

Designed and implemented social media and digital marketing programs for clients including 23andMe, Melitta USA, Alger Funds, and FitVine Wine, acting as their primary agency contact and liaising with creative team. Led agency strategy on paid social, executed analytics reports, crafted content calendars, and leveraged analytics to optimize content strategies.

- Drove 80% higher eCommerce return on ad spend than account average for FitVine Wine through effective paid social advertising.

#### **Managing Editor | 2015 - 2016**

**StateCollege.com, State College, PA**

Led the implementation of a strategic content model, maintaining our commitment to high-quality content while also optimizing our resources. We were able to produce more content and significantly increase traffic without sacrificing the quality or relevance of our reporting.

- Promoted to Managing Editor within a year through demonstration of remarkable leadership skills and performance.
- Increased unique visitors per month by 75% and overall traffic by 125%.

Analytics, TikTok Analytics, YouTube Analytics)

- Adobe Creative Suite (Adobe Photoshop, Adobe Lightroom, Adobe Illustrator)

## **EDUCATION**

**Bachelor of Arts, Journalism, 2014**  
**Pennsylvania State University -**  
**University Park, PA**

- Graduated with a major in journalism and a minor in sociology.
- Founding father and alumni chair of Alpha Epsilon Pi fraternity.
- Studied abroad for a semester at Temple University's Rome (Italy) campus.
- Served on the staff of Onward State, the world's most-followed student-run news outlet, rising the ranks from reporter to managing editor and leading coverage of national news stories. Managed a team of 50 student journalists.