

ZACH BERGER

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PROFESSIONAL SUMMARY

Senior social media and digital marketing strategist with 8+ years of experience leading content, community, and campaign work for agencies and startups. Supported brands including DoorDash, Norton 360 for Gamers, NYU Langone Health, and Dr. Seuss Enterprises, delivering measurable growth (e.g., +400% engagement; 7M+ impressions/200K+ engagements). Seeking a part-time, remote role (10–20 hrs/week) focused on social media and digital communications.

SKILLS

- Social strategy & channel management – IG, X (Twitter), LinkedIn, TikTok, YouTube, Threads
- Community management & moderation guardrails; escalation workflows
- Paid social & influencer coordination; performance reporting and insights
- Account security/ops: 2FA, least-privilege roles, password manager hygiene, incident playbooks
- Content systems: hooks, threads/carousels, calendars, templates, brand voice
- Crisis communications, social listening, rapid response, source vetting
- Accessibility best practices (descriptive alt text, camelCase hashtags, contrast-safe templates)
- Tools: GA4, Sprout Social, Hootsuite/Later, Adobe CC, NetBase (social listening), WordPress.

EXPERIENCE

Aug 2023 - Current
New York, NY

Social & Digital Marketing Consultant / Freelance

- Built and launched **Silver Thread Behavioral Health** website (WordPress): IA/page hierarchy, conversion-oriented copy, basic on-page SEO, accessibility, and mobile-first QA.
- Delivered social strategy + creative for small businesses and independent practitioners; drove **+35% in-store foot traffic** for a local boutique via organic content + promotions.

Jan 2022 - Dec 2022
New York, NY

Social Media Manager / Snickerdoodle Labs

- Built brand voice and content system for a Web3 startup; delivered **+400% engagement** and **+250% follower growth**.
- Led vendor/tool selection for scheduling and analytics; produced explainers translating complex topics into accessible posts.

Apr 2021 - Jan 2022
New York, NY

Account Strategy Supervisor / Praytell

- Day-to-day social lead for **DoorDash** and **Norton 360 for Gamers**; owned organic strategy, content planning, community

Jul 2020 - Mar 2021
New York, NY

- management, and client comms.
- Co-led DoorDash “**Made By Women**” launch: strategy, content, live moderation; **10K+ IG Live viewers** and **+15% platform engagement**.
- Developed performance reporting frameworks to connect social activity to business outcomes.

Jan 2016 - Jun 2020
New York, NY

Senior Digital Strategist / HangarFour (DKC)

- Social lead across **Indeed, Moët Hennessy, NYU Langone, JobsOhio, Dr. Seuss Enterprises**.
- Delivered **7M+ impressions / 200K+ engagements** within one year for an economic development client; supported executive social training.
- Led crisis monitoring/response and high-stakes listening (including healthcare during COVID peak).

Jan 2017 - Dec 2018
Brooklyn, NY

Sr. Account Executive, Digital Strategy / MikeWorldWide (MWWPR)

- Led social strategy, analytics, social listening, and crisis planning across multiple accounts; partnered closely with creative and client stakeholders.
- Atkins: grew audience **+12% to 1M** in one year; supported education/CSR storytelling and influencer + paid programs.
- HughesNet × 4-H: philanthropy storytelling and integrated campaigns spanning organic + paid.

Jan 2015 - Dec 2016
State College, PA

(Left for role at Spark Growth; later returned to MWWPR)

Social Media Strategist, Paid Social Lead / Spark Growth

- Managed organic and paid social programs for **23andMe, Melitta USA, FitVine Wine**; drove **+80% e-commerce ROI** vs. account average for FitVine through optimization and testing.

EDUCATION

2023
New York, NY

2014
University Park, PA

Full Stack Web Development Boot Camp Certificate

Columbia University

Bachelor of Arts in Journalism

Pennsylvania State University

- Leadership: Onward State managing editor – led a 50-person student newsroom.