

# Ian de Borja

**Social Media Leader, Pop-Culture Fanatic, and All Around Nice Guy**

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## SUMMARY

Creative and strategic communications leader with 10+ years of experience shaping social and community engagement for beloved fan-driven brands like Bored Ape Yacht Club, IMDb, and Prime Video. Proven track record of leading high-performing teams, launching cross-platform campaigns, and building communities through narrative-rich, world-expanding content. Adept at turning brand universes into lived experiences across social, PR, and real-world activations.

## PROFESSIONAL EXPERIENCE

### **Metaplex Foundation | Jan 2025 - Present**

#### **Head of Communications**

- Lead all social media and public relations efforts across the company, setting strategy, tone, and messaging across earned and owned channels.
- Craft narrative frameworks to position Metaplex and its ecosystem in Web3, gaming, and entertainment conversations.
- Create and execute go-to-market and content strategies for protocol launches, product rollouts, and thought leadership.
- Oversee event strategy and presence at major conferences, including booth design, speaking engagements, and live content capture.
- Manage external PR firms, securing media placements and maintaining executive visibility across Web3 and tech outlets.

### **Yuga Labs | November 2022 - January 2025**

#### **Senior Director, Community and Social Media (Feb 2024 - Jan 2025)**

- Promoted to oversee all external communications and social efforts; managed a 12-person team - the company's largest.
- Drove major, global brand activations and narrative rollouts across the Bored Ape Yacht Club, Otherside, and CryptoPunks.
- Established cross-functional campaign strategies that united product, marketing, and community efforts.
- Led crisis communications to maintain transparency and trust across a passionate and vocal community.
- Integrated social listening and analytics tools to guide strategy with real-time insights.

#### **Director, Community and Social Media (Nov 2022 - Feb 2024)**

- Owned the social and community voice for all Yuga Labs brands (2.5M+ followers across platforms).
- Built and scaled an 8-person team, instilling a community-first, fandom-aware approach to brand storytelling.
- Collaborated with cross-functional teams to ensure every product launch prioritized community needs, sentiment, and feedback.
- Partnered with key creators, games, and platforms across Web3 to expand reach and deepen fan engagement.

## **COLOR Creative | April 2022 - October 2022**

### **Senior Producer**

- Produced high-profile branded podcasts and videos for Amazon, Microsoft, and Nike with budgets up to \$250K.
- Managed all phases of production across multiple concurrent projects, from creative development to post.
- Acted as the bridge between clients and internal teams to ensure creative vision matched brand strategy.

## **IMDb (Amazon subsidiary) | November 2017 - March 2022**

### **Social Media Creative Producer**

- Developed and launched IMDb's first podcast network, including Movies That Changed My Life and That Scene with Dan Patrick.
- Identified, developed, and launched IMDb's presence on [Twitch.tv](https://www.twitch.tv/imdb).
- Produced and hosted 150+ videos spotlighting iconic film/TV moments and interviewing top creators across Oscars, Comic-Con, SXSW, and more.
- Spearheaded content initiatives that highlighted fan nostalgia, cultural moments, and worldbuilding across entertainment.
- Collaborated cross functionally develop and produce sponsored and promoted content for new titles.

## **Amazon | May 2016 - November 2017**

### **Social Media Marketing Manager - Prime Video / Amazon Channels**

- Created and owned all paid (+\$1MM budget) and organic social media for the then-new Amazon Channels vertical of Prime Video.
- Own social media marketing strategy for 20+ channel launches with clients including HBO, Showtime, STARZ, and BBC America.
- Drove go-to-market strategy for tentpole television series like Game of Thrones and Ray Donovan.
- Led creative, editorial calendar, channel execution, and analytics on Facebook, Instagram, and Twitter.

## **MRY | November 2015 - April 2016 (Contract)**

### **Account Supervisor - T-Mobile**

- Account lead managing a team of project managers, creative, analytics, community management and strategy in developing social media and digital executions as T-Mobile's social AOR.
- Led social executions for the T-Mobile flagship store launch in NYC including multi screen UX, curated social proof points, interactive selfie experience and ongoing to, in and after store social campaign(s).
- Team received two 2016 ADDY awards and the top 4 performing social media campaigns in client history.

## **SocialChorus | April 2014 – September 2015**

### **Senior Social Media Strategist**

- Relationship manager and strategy lead for Fortune 100 clients at the senior director client level or above.
- Created ongoing strategy and content for top tier clients including T-Mobile, Nike, Wells Fargo, Colliers, Microsoft and more, managing 8-10 clients simultaneously.

## **Lyft | February 2013 – December 2013**

### **Community Manager**

- Managed content for Lyft's driver social presence, newsletters, and satisfaction programs, improving driver engagement and recruitment.
- Led pilot and integration of Lyft Mentor program.

**TaskRabbit | June 2011 – Feb 2013**

**Creative Coordinator**

- Led multi-channel national marketing campaigns, including SXSW events, iPhone launches, Etsy partnerships, and the launch of TaskRabbit's iPhone app.
- Responsible for social media content across multiple channels, including video production.

**EDUCATION**

**University of California, Santa Cruz (2007 - 2011)**

Bachelor of Arts, American Studies

**CORE SKILLS**

- Social Media Strategy & Leadership
- Narrative Development & Worldbuilding
- Fan Engagement & Community Management
- PR & Crisis Communications
- Content Development (Video, Podcast, Copy)
- Event Marketing & Activations
- Go-to-Market Planning
- Web3 & Emerging Platforms