

# Ian Sidman

## **Viral & Growth Marketer**

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## Professional Summary

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Growth Marketer with expertise in content creation, brand development, and early-stage startup growth. My work has generated 150M shortform views and has built me a personal following of 60k on Tiktok. I have grown 23K followers in 7 days through engineered virality and I have launched multiple ecommerce stores that have hit 4 figures in daily revenue.

My best shortform video produced \$5,000 in sales.

I am very experienced in business strategy, full creative production (ideas, editing, filming, posting, monetization infrastructure), and building communities that convert.

I am currently lifting up marketing initiatives for Ventura County nonprofits.

Willing to relocate: Anywhere

## Work Experience

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### **Event Organizer & Marketer**

Charity Karaoke-Thousand Oaks, CA

September 2024 to Present

Charity Karaoke is a seasonal karaoke competition where 20 local charities compete in karaoke to raise money for their causes.

I am responsible for building up awareness for the event, increasing donations & ticket sales, and helping organize where I can

- Ideated, edited, filmed, coordinated, and acted in shortform content to promote the event
- Collaborated with local news, business owners, and influencers
- Led creators, filmmakers, and actors to help with content creation
- Filmed and created shortform content during event to promote upcoming years.
- Built relationships with business owners in the area
- Created funnel to convert in person fans to social media followers.
- +100k views & 250 followers in 25 days notice
- Fixed donation funnels & created ability for anyone to donate
- Raised \$94,000 total

### **Content Creator & Operations Assistant**

Hype Ventures-Simi Valley, CA

December 2023 to Present

Hype ventures is a studio focused on creating and marketing viral products with over 1 billion views across all of their products.

I have been involved in doing various tasks for them as needed over the years.

- Lead shortform content strategy for new products
- Helped ship orders, move and setup equipment, organize, and fix broken products

Tons of amazing learning from a company that's crushing it.

My time here has been a gift

## **Founder**

SocialLab-Thousand Oaks, CA

January 2022 to Present

A startup where I worked with various personal brands, nonprofits, and businesses to help them get results with shortform content

- Worked with several creators between 0-1.2M followers
- Filmed videos, edited videos, launched online products & stores, acted, created viral ideas that pulled millions of views.
- Built infrastructure to automatically use AI, agents, and virtual assistants to speed up workflow.
- Built MVP & team of 7 in college to create AI models that enhance virality
- Successfully created 3 viral engines that always hit between 100k-5M views
- 25 million view marketing angle for a friend.
- Launched 2 4 figure daily revenue ecom stores, achieved 9% conversion rate
- Able to get visible results for multiple businesses after one strategy call.

## **Social Media Manager**

Conejo Awards-Thousand Oaks, CA

June 2024 to August 2025

Conejo Awards is a one stop shop for businesses to print custom products, awards, or anything they need.

- Learned the brand and created shortform content that was acceptable to the owner
- Filmed, edited, and posted shortform content for the brand to reach new customers
- Created a series that brought in ~150,000 shortform views monthly

## **Business Owner**

Goofy Garments-Eugene, OR

December 2022 to April 2023

A clothing brand I started out of my college dorm

- Realized there was unmet demand for this and created the brand that was missing
- Built my own website and got 2,500,000 shortform views on Instagram in 2 weeks
- Kept customers engaged with unique social media strategies
- Outsourced production to a manufacturer
- 5,800,000 views, 282,000 shares, 193 new customers from one shortform video
- Over the span of 5 months: 15M views and \$15k in profit.

## **Content Creator**

TikTok-Thousand Oaks, CA

December 2020 to December 2021

A 60,000 follower personal blog where I posted about diabetes, health, fitness, and funny/relatable skits.

- Watched for trends & critiqued my content strategy until I found what worked.
- Learned from my own posting data diabetes related content reached the most viewers.

- Studied what people were watching & came up with multiple series ideas that average from 100k-5M views.
- Accepted a few brand deals here and there, it was hard for me to find products I believed in.
- Gained 9,300,000 Views & 23,200 Followers In Only 7 Days
- Created 3 separate series on my page that consistently averaged from 100k-5M views.
- 30 million views total

## **Retail Sales**

Marshalls-Thousand Oaks, CA

January 2021 to May 2021

Marshalls is a retail store that sells clothing and lifestyle products.

- Handled customer complaints, needs, and returns.
- Maintained cleaning standards during covid
- Rang up customers and upsold Marshalls credit cards
- Labeled, organized, and sorted inventory
- Set up displays for products
- Counted and documented incoming customers, handled suspicious customers
- Created an energetic and fun work environment for customers & employees

## Education

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### **Business Administration (College)**

University of Oregon-Eugene, OR

August 2023 to June 2024

Currently taking a break

### **High school diploma**

Westlake High School-Westlake Village, CA

August 2018 to June 2022

## Skills

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- Content creation - Content creation experience (6-10 years)
- Brand storytelling
- Viral Marketing Angles
- Growth hacking
- Paid advertising campaign management
- Marketing analytics
- Branding
- Community partnership development strategy
- Content development
- Social Engineering
- Market research projects
- Leadership

- Community engagement
- E-commerce
- Video editing - Video editing experience (3-5 years)

## Links

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<http://iansidman.com>

<https://linktr.ee/iansidmann>

## Awards

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### **California Squat State Record**

September 2021

California state record in for squatting 446lbs at age 17  
(USPA Powerlifting Federation)

### **United States Bench Press National Record**

September 2021

United States national record for benching 336lbs at age 17  
(USPA Powerlifting Federation)

### **California Bench Press State Record**

September 2021

California state record for benching 336lbs at age 17

## Certifications and Licenses

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### **Reid Hoffman and Chris Yeh on Blitzscaling**

June 2023 to Present

### **Google OKR Ceritfication: Leadership And Goal Setting**

June 2023 to Present

Used to inspire strategy to lead my startup

## Additional Information

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Impressive Accomplishments:

- Bench Press National Record And Squat State Record At Age 17
- Gained 23,200 Followers & 9 Million Views In 7 Days @gymjunkie69\_
- @GoofyGarmentShop To 4k/mo Profit
- 9% Conversion Rate On Shopify & \$4,800 Revenue Day @atomwilliamson
- One Video: 5,800,000 Views, 282,000 Shares, 193 New Customers
- Raised \$94,500 For Local Charities/Homeless

- Built MVP & Team Of 7 In College For An AI Virality Startup
- 150M+ Views Across All Socials
- 60k Followers On TikTok @gymjunkie69\_
- 30+ Daily Google Reviews For @fitness19gyms
- 13 Million View Video For A Client
- Bench 405 & Squat 545 @ Age 21
- Cancelled A \$2,000 Trip To Europe Cuz I Was Passionate About A Project

Tools:

Adobe Suite, Adobe Photoshop, Adobe Premiere Pro, After Effects, Shopify Figma, CapCut, GoHighLevel, Wix, Braze, ChatGPT, Sora AI, Audacity, DALL-E Ai, Canva, OBS, Notion, Microsoft Suite, Microsoft Word, Microsoft Excel, Microsoft Powerpoint, Power Automate, Cursor, Visual Studio Code, XCode, Discord, Beehiv, Substack, Instagram, Instagram Ads, Tiktok, Tiktok Ads, Youtube, LinkedIn, Lucidspark, Printify, Alibaba, Aliexpress

More Skills/Hobbies:

Viral marketing angles and systems (6 years), e-commerce strategy and operations (3 years), social engineering (3 years), leadership (3 years), branding and identity (5 years), growth marketing, email marketing, website building, funnel hacking, conversion rate optimization, click rate optimization, viral video ideation, storytelling, photography, videography, go-to-market strategy, creative marketing, basic coding, AI/vibe coding, networking, people skills, organizing, creativity, communication skills, listening, advanced computer and phone use, AI agents, ChatGPT, AI video generation, AI image generation, AI integration into workflows, PC building, and hardware optimization, basic physical construction