

# Ian Sidman

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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've grown 23K followers in 7 days through engineered virality and I've launched multiple ecommerce stores that have hit 4 figures in daily revenue.

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

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

I'm currently lifting up marketing initiatives for Ventura County nonprofits.

Willing to relocate to: New York, NY - San Francisco, CA - Miami, FL

## Work Experience

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### Event Organizer & Marketer

**Charity Karaoke** | Thousand Oaks, CA

September 2024 to Present

Charity Karaoke is a 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.
- 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 startup studio focused on creating and marketing viral products, they have over 1 billion views and work with big names

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

## **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 or awards for 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

My goal is to create engaging content that effectively connects people to the business.

## **Founder**

**SocialLab** | Thousand Oaks, CA

January 2022 to June 2024

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

What I Did:

- 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 team of 5 to create my own AI Models to enhance virality

Achievements:

- Successfully created series concepts that averaged 100k-5M views\
- 10M view video for a friend
- Able to consistently get visible results for a business after one strategy call.

## **Business Owner**

**Goofy Garments** | Eugene, OR

December 2022 to April 2023

A clothing brand I started out of my college dorm

<https://www.instagram.com/goofygarmentshop/>

What I Did:

- 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

Achievements:

- 5,800,000 views, 282,000 shares, 193 new customers from one shortform video
- Over the span of 5 months: 11M 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.

<https://www.tiktok.com/@iantheviralguy>

What I Did:

- 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.

Achievements:

- 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

The head manager was always really nice to me and this was a good first job.

## 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**

**Google Analytics**

**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 Certification: Leadership And Goal Setting

June 2023 to Present

Used to inspire strategy to lead my startup

## Additional Information

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Tools:

Adobe Suite, Adobe Photoshop, Adobe Premiere Pro, After Effects, Figma, CapCut, GoHighLevel, Shopify, 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, photography, videography, go-to-market thinking, creative marketing, basic coding, AI/vibe coding, networking, people skills, coding, organizing, creativity, communication skills, listening, email marketing, website building, funnel hacking, conversion rate optimization, click rate optimization, YouTube thumbnail and title optimization, viral video ideation, storytelling, advanced computer and phone use, AI agents, ChatGPT, AI video generation, AI image generation, AI integration into workflows, PC building, and hardware optimization.