

# John Katez - Brag Bank

## Reusable wins for resumes, applications, and interviews

Last updated: January 27, 2026

### Resume bullets (ATS-friendly)

#### Governance and scalable systems

- Built an enterprise social governance framework with clear guardrails, approvals, and escalation paths to reduce risk and improve consistency.
- Standardized social intake and briefing process, improving throughput and reducing last-minute rework.
- Created a repeatable editorial calendar system across 6+ channels to improve visibility, alignment, and on-time delivery.
- Developed playbooks for brand voice, community management, and issue response to support stakeholders across teams.
- Implemented quality control checkpoints that improved accuracy, compliance alignment, and brand consistency.
- Led training sessions for stakeholders and contributors to improve platform best practices and reduce policy issues.

#### Omnichannel strategy and campaigns

- Led organic social strategy across LinkedIn, Instagram, TikTok, X, YouTube, newsletters, and web with goals tied to awareness and conversion actions.
- Planned integrated campaigns combining organic, paid, and creator support to increase reach and strengthen message clarity across channels.
- Built content packages that repurposed one core story into platform-native formats to improve efficiency and audience relevance.
- Partnered with communications and marketing to align campaign messaging across social, web, and email journeys.
- Supported live and virtual events with promotion plans, day-of execution support, and post-campaign learnings.
- Optimized content distribution strategy by format, audience, and channel performance.

#### SEO, content, and web

- Partnered with digital and web teams to strengthen content discoverability and improve paths from social to site actions.
- Helped shape SEO-informed content themes and editorial priorities to increase organic visibility over time.
- Developed and edited long-form content, newsletters, and web copy with attention to clarity, scannability, and brand voice.

- Improved content structure and packaging to support engagement and conversion outcomes.

### **Analytics, reporting, and ROI storytelling**

- Built executive-facing reporting dashboards to track performance, surface insights, and inform strategy decisions.
- Established a consistent reporting cadence that improved leadership visibility and decision-making.
- Used performance data to refine content mix and creative direction, improving engagement quality and click behavior.
- Identified top-performing themes and formats, then scaled what worked across the editorial roadmap.
- Connected social performance insights to broader objectives like reputation, recruitment, and website traffic.

### **Creators, influencers, and community**

- Supported creator and influencer partnerships to extend reach and add credibility to campaign messaging.
- Negotiated and managed creator collaborations to improve efficiency and reduce reliance on paid media.
- Strengthened community management workflows to improve response quality and consistency.
- Used listening insights to identify risks early and inform messaging and content direction.

### **Crisis and reputation management**

- Led social response during high-visibility issues, coordinating quickly with legal, PR, and internal stakeholders.
- Improved issue response readiness through playbooks, escalation rules, and pre-approved messaging guidance.
- Managed sensitive communications with attention to compliance, clarity, and brand trust.

### **Cross-functional leadership and employer brand**

- Partnered with legal, compliance, PR, HR, and talent teams to align messaging and execute priority programs.
- Supported employer brand initiatives through social content planning and storytelling that strengthened recruitment efforts.

## **STAR interview stories (6)**

### **Building governance**

Situation: Social channels lacked standardized governance, creating compliance risk.

Task: Build a scalable framework to ensure brand safety and consistent quality.

Action: Created governance playbook, trained cross-functional teams, and implemented approval and escalation workflows.

Result: Reduced risk and improved speed and consistency; exact metrics available upon request.

### **Omnichannel campaign**

Situation: Enterprise needed a unified brand push across multiple audiences and channels.

Task: Lead integrated campaign planning across social platforms with aligned messaging.

Action: Coordinated organic, paid, and creator support; aligned stakeholders on goals, briefs, and timelines.

Result: Delivered a measurable lift in awareness and engagement based on campaign reporting.

### **Data-driven optimization**

Situation: Leadership needed clearer visibility into performance and ROI.

Task: Build a reporting system that turns data into action.

Action: Developed executive dashboards and a monthly reporting cadence with recommendations and next steps.

Result: Improved visibility and influenced decisions on channel focus and investment.

### **Crisis management**

Situation: A high-sensitivity issue created negative sentiment online.

Task: Mitigate reputational risk quickly while staying compliant.

Action: Activated the crisis playbook, aligned with legal and PR, and published approved messaging quickly.

Result: Stabilized sentiment and protected brand trust; timing and impact tracked in reporting.

### **Creator program**

Situation: Brand needed to expand reach without over-relying on paid spend.

Task: Launch and scale creator partnerships.

Action: Negotiated collaborations and integrated creators into campaigns and content packages.

Result: Increased reach and engagement efficiency; results tracked across campaign performance.

### **Cross-functional partnership**

Situation: Recruitment goals required stronger employer brand storytelling.

Task: Partner with HR to amplify the talent pipeline.

Action: Developed a content series highlighting culture and benefits across social channels.

Result: Increased interest and application volume based on HR and channel reporting.

## Application answers (copy/paste)

### Tell me about a campaign

I led an omnichannel campaign across LinkedIn, Instagram, TikTok, and YouTube to elevate brand awareness. I aligned stakeholders on objectives, coordinated organic and paid support, and packaged content to be platform-native. We saw a measurable lift in awareness and engagement based on campaign reporting.

### How do you use data

Data informs my strategy and my weekly decisions. I build dashboards and reporting cadences to track engagement, reach, click behavior, and sentiment, then use those insights to refine the content mix, formats, and distribution. I focus on learning loops: publish, measure, adjust, and repeat.

### A time you handled crisis

During a high-sensitivity issue, I activated the crisis playbook, aligned with legal and PR, and published compliant messaging quickly. I monitored sentiment and escalations in real time, then documented learnings to strengthen future readiness and response speed.

### How you partner cross-functionally

I work closely with legal, compliance, PR, HR, and marketing partners to align messaging and reduce friction. I use clear briefs, timelines, and approvals so stakeholders stay informed and work moves quickly without sacrificing quality.

### How you build scalable systems

I build repeatable workflows: intake, briefing, editorial calendars, approvals, QA, and reporting. That system makes content easier to produce at scale, keeps brand voice consistent, and creates a clear measurement loop for continuous improvement.

## Tools and platforms

- Sprout Social
- Khoros
- Amplitude
- Google Workspace and Google Analytics
- Microsoft 365
- Canva
- Adobe Creative Suite
- Drupal
- Bynder

- Other CMS platforms and publishing tools

### **Quick scope signals (best-effort public estimates)**

- AdventHealth LinkedIn followers: about 248K (LinkedIn company page).
- AdventHealth Instagram followers: about 36K (Instagram @adventhealth).
- AdventHealth Central Florida LinkedIn followers: about 60K (LinkedIn company page).
- Darden Restaurants LinkedIn followers: about 101K (LinkedIn company page).
- Olive Garden Instagram followers: about 762K (Instagram @olivegarden).

Notes: follower counts change over time. Use as directional context, not a formal claim.

Sources pulled January 26, 2026 from public company pages:

LinkedIn: <https://www.linkedin.com/company/adventhealth> , <https://www.linkedin.com/company/adventhealthcfl> ,  
<https://www.linkedin.com/company/darden>

Instagram: <https://www.instagram.com/adventhealth/> , <https://www.instagram.com/olivegarden/>