

John Katez

Senior Social Media and Content Marketing Leader

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Senior social media and content marketing leader with 10+ years building brand voice, content systems, and high-performing digital programs. Known for pairing strategy with hands-on execution, aligning stakeholders, and using analytics to improve content performance, conversion paths, and community engagement.

Content strategy | Editorial planning and governance | Website and UX writing | SEO fundamentals | Newsletters and lifecycle content | Social strategy and community | Measurement and reporting | Cross-functional leadership | Stakeholder enablement | Crisis and issue management

## Experience

AdventHealth Senior Social Media and Digital Content Manager; Social Media and Digital Content Manager

May 2021 - Present | Orlando, FL

- Lead corporate social and content programs focused on channel optimization, governance, and stakeholder enablement across regions.
- Own editorial planning and digital asset execution across social media, web content, newsletters, articles, and blogs.
- Partner with Digital Marketing, Omnichannel, Communications, Talent Acquisition, and DEI teams to align messaging and streamline intake and creative briefing.
- Use KPIs and performance insights to recommend objectives, refine formats, and improve engagement and brand consistency.
- Support live and virtual campaigns and events through planning, promotion, distribution, scheduling, and quality control.

Darden Associate Social Media Manager; Senior Social Media Analyst; Social and Digital Media Consultant

June 2015 - May 2021 | Orlando, FL

- Led social content ideation and production, served as a subject matter expert, and mentored peers on platform best practices and risk management.
- Developed crisis response and guest recovery tactics, supported influencer opportunities, and strengthened community management.
- Executed digital campaigns and real-world activations while connecting social strategy to broader marketing goals and business initiatives.
- Built standardized auditing and reporting approaches to improve consistency and service quality across brand channels.

SwagRobot Owner, Marketing and Social Media Director

January 2013 - June 2015 | Orlando, FL

- Created and executed social growth plans across Instagram, Twitter, Facebook, Pinterest, YouTube, and LinkedIn.
- Managed community engagement, monitored for issues and emerging risks, and reported insights to support decision-making.

## Education

University of Central Florida

Bachelor of Arts, Digital Media (Cinema Studies)

## Honors and Awards

- Healthcare Ad Awards - Platinum (Best Healthcare Content)
- Healthcare Ad Awards - Gold (Blog)
- Healthcare Ad Awards - Silver (Social Media Content)
- Healthcare Ad Awards - Bronze (COVID Response)

## Tools

Adobe Creative Suite | Canva | Sprout Social | Khoros | Airtable | Workamajig | Microsoft Office | HTML/CSS | CMS workflows