

# John Katez

Content + SEO + Social Strategy Leader

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## SUMMARY

Content + SEO + social strategy leader building enterprise governance, omnichannel campaigns, and performance systems. Guides cross-functional teams spanning social, SEO, design, medical review, analytics, and market execution. Known for scalable frameworks, executive reporting, and measurable engagement lift.

## IMPACT HIGHLIGHTS

- LinkedIn engagement rate +96% (4.44% -> 8.71%) after strategy reset.
- Post clicks +235% and total engagements +159%.
- 10.1M impressions and 230K video views in a single month (systemwide).
- 100+ social accounts aligned; 30+ content owners; 10+ stakeholder groups.
- AI-assisted brand-principle QA reduced review time by 40%.

## EXPERIENCE

AdventHealth - Senior Manager, Social Media & Content Strategy (Current)

- Built enterprise social governance framework with guardrails, approvals, and escalation paths.
- Led omnichannel strategy across LinkedIn, Instagram, TikTok, X, YouTube, newsletters, and web.
- Partnered with digital and web teams to strengthen SEO-informed themes and discoverability.
- Built executive dashboards and reporting cadence to guide decisions and optimize content mix.
- Embedded AI-assisted QA and metadata workflows; reduced review time by 40%.
- Managed creator partnerships and community workflows to improve reach and engagement efficiency.
- Led issue response with legal and PR to maintain compliance and brand trust.

## SELECTED INITIATIVES

- Live More Life + 100 Whole Lives brand platform and activation playbook.
- Unified Blog Ecosystem for editorial, SEO, and social distribution.
- LinkedIn Strategy Reset with measurable engagement and action lift.
- Enterprise Content Strategy and Enterprise Social Strategy systems.
- SEO Optimization initiative improving non-branded discoverability.

## **AWARDS + RECOGNITION**

- Blog or Publication of the Year (Swaay.Health 2025) for enterprise blog program.
- Best Social Media (eHealthcare Leadership Awards) - Platinum 2022, Silver 2024.
- Digital Front Door recognition (eHealthcare Leadership Awards 2025).

## **ADDITIONAL IMPACT**

- Unified Blog Ecosystem: +81% organic engagements, +82% saves.
- Reels reached 4.8% ER; theme content peaked at 6.5%+ ER.
- AI-assisted QA reduced review time by 40% across social + content workflows.
- SEO optimization delivered double-digit ranking lift within 60 days.
- 100+ social accounts aligned with governance standards.

## **TOOLS**

Sprout Social, Khoros, Amplitude, Google Analytics, Google Workspace, Microsoft 365, Canva, Adobe Creative Suite, Drupal, Bynder, and other CMS platforms.

## **CONTACT**

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