

ZACH POCZEKAJ

Social Media Marketer

LET'S CONNECT

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EDUCATION

The Ohio State University
B.A. Strategic Comm, 2021
Summa cum laude

WHO I'M LISTENING TO

Beyonce, Mariah Carey,
Sabrina Carpenter, Olivia
Rodrigo, Taylor Swift, Lady
Gaga, Megan Thee Stallion,
Chappell Roan, Charli XCX

WHAT I'M WATCHING

The Real Housewives, Love
Is Blind, Top Chef, Survivor,
Succession, Gilmore Girls,
The Bear, Selling New York

STUFF I <3

pop culture, reality tv,
interior design, astrology,
magazines, podcasts,
autobiographies, travel,
awards shows, stan twitter

SKILLS

copywriting, trendspotting,
strategy, brainstorming,
presenting, reporting, deck
design, content creation,
community engagement

EXPERIENCE

SENIOR MANAGER, SOCIAL MARKETING & STRATEGY

DENTSU CREATIVE · Agency · September 2022 - Present

- Became the agency's first Senior Social Media Manager in April 2024 and crafted the position's roles and responsibilities in tandem with leadership
- Lead the execution of social strategy across multiple clients' channels including copywriting, activating on real-time opportunities, community engagement, creative briefing, content creation, pre-production and photoshoot direction and reporting
- Grow clients' social channels, including increasing one client's TikTok following by 33% (+500k followers) in four months and surpassing their total EOY KPI goals after three months in Q1
- Ideate and build social activations that have produced viral moments, including a TikTok stunt that increased one client's following by 27.4% in less than three weeks
- Started the largest [viral brand Twitter trend](#) of 2023 that was joined by 1,000+ brands from every industry, gained thousands of followers and garnered earned media in national outlets

SOCIAL MEDIA COORDINATOR

EDELMAN · Agency · January 2022 - September 2022

- Secured new community management business after successfully spearheading 3-month pilot: Built out CM playbook, response grids, flagging and escalation protocols, monthly community reports, partner content tracker and surprise and delight protocols
- Posted client's [most-engaged tweet of all time](#) (55k+ engagements / 2.5M+ impressions) by fusing pop culture knowledge with a real-time social listening opportunity
- Prompted 8.5M+ UGC TikTok views from brand fans by surprising and delighting them with personalized merch packages
- Helped grow TikTok following (+72%) by identifying proactive engagement opportunities
- Built campaign CM response matrices and escalation protocols with Legal, Crisis and Global Comms teams that served as alignment documents across agency and client stakeholders

SOCIAL MEDIA SPECIALIST

NATIONWIDE INSURANCE · Fortune 100 · June 2020 - January 2022

- Built out evergreen and campaign content for brand Instagram, TikTok, Facebook, Twitter and Pinterest and intermediaries that secured 40M+ total impressions
- Collaborated with marketing, creative, PR and legal teams to receive approval for weekly content deliverables (copy / assets) and scheduled approved content via Sprinklr
- Wrote copy for influencer assets reposted to owned brand channels
- Led teamwide brainstorm sessions and built decks to communicate goals, tactics and KPIs

SOCIAL MEDIA MANAGER

AUNT FLOW · B2B · October 2017 - August 2019

- Owned the conceptualization and execution of company's unique, period-positive brand voice on Instagram, Facebook and Twitter
- Led social media team to produce content and campaigns that grew following by 20% quarter-over-quarter
- Partnered with internal teams to develop company's overarching marketing strategy