

# BENJAMIN KATZ

Lake Forest, CA | (949) 246-3455 | [b.katz0301@gmail.com](mailto:b.katz0301@gmail.com) | <https://www.linkedin.com/in/katzbenjamins/>

Dedicated social media coordinator with 3 years of experience in digital marketing, copywriting, and content creation, seeking an associate social media manager position to leverage storytelling to drive brand success and audience engagement.

## EDUCATION

### UNIVERSITY OF FLORIDA

**MAY 2023**

*Master of Arts in Mass Communication*

*Gainesville, FL*

- Public Relations Specialization
- Social Media Graduate Certificate
- GPA: 4.0/4.0

### CALIFORNIA STATE UNIVERSITY, FULLERTON

**MAY 2019**

*Bachelor of Arts in Sociology*

*Fullerton, CA*

- *cum laude*, Dean's List (4 consecutive semesters)

## EXPERIENCE

### Meerkat Media Group

**St. Augustine, FL**

*Social Media Coordinator*

*May 2023 – Present*

- Collaborate with client account managers to optimize content strategy, contributing to a 246% increase in impressions on Facebook and a 201% increase in post reach on Instagram within six months.
- Design graphics for posts and edit together video assets into reels for social media content.
- Plan, design, write copy for, and schedule monthly content calendars across Pinterest, Facebook, LinkedIn, X/Twitter, Instagram, and TikTok for clients.
- Conduct PR outreach to blogs and nonprofits to secure partnerships and media coverage for a new documentary.

*Digital Marketing Intern*

*Aug. 2022 – April 2023*

- Assisted with community management and engagement on Facebook and Instagram for multiple clients.
- Wrote, edited, and formatted blog posts and press releases for client websites, including Squarespace, WordPress, and Shopify, optimizing for SEO.

### Orange County Sustainability Decathlon

**Costa Mesa, CA**

*Social Media Assistant*

*July 2023 – Oct. 2023*

- Crafted a comprehensive social media campaign for the inaugural event, which led to significant results over three months, including a 90% increase in followers on Facebook and a 170% increase in followers on Instagram.
- Managed Instagram, Facebook, LinkedIn, X/Twitter, and TikTok accounts, designing and scheduling content while overseeing community management and driving organic engagement.
- Coordinated marketing and social assets with event partners and potential collaborators and influencers.
- Wrote articles and page copy for the brand's website, newsletter, and scripts for video ads optimized for YouTube.

## PROJECTS

### #MickeyMeals Campaign

**Fall 2022**

- Designed a hypothetical social media campaign for the Walt Disney Company, inspired by #ShareYourEars and #HealthilyEverAfter, conducting research to craft a situational analysis, audience personas, budget and ROI report, KPIs, campaign proposal presentation, and evaluation process.

### Nintendo 1-Up Players Initiative

**Summer 2022**

- Developed a hypothetical PR initiative for Nintendo of America, including a press release, blog post, and social media samples, designed to leverage fan-created content to strengthen consumer relationships.

### Disney Magic Mirror Campaign

**Summer 2022**

- Built a hypothetical communication plan for the Walt Disney Company, designed as an extension to the brand's Reimagine Tomorrow initiative.

## SKILLS

**Design and Video:** Adobe Premiere Pro, Canva, CapCut

**Social Media and Management:** Meta Business Suite, Buffer, Facebook, Instagram, X/Twitter, TikTok, LinkedIn, YouTube, Pinterest, Houzz

**Web and SEO:** WordPress, Squarespace, Shopify, SEO

**Collaboration:** Microsoft 365, iWork, Google Workspace, Asana, Zoom

**Email and CRM:** Klaviyo, MailChimp, Airtable