

CJ FRIEDLANDER

SOCIAL MEDIA MANAGER | CONTENT STRATEGIST | AUDIENCE GROWTH & ANALYTICS

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YOUTUBE	TIKTOK	INSTAGRAM	FACEBOOK
2.5M subscribers ~70M monthly views	4.5M followers ~15M monthly views	450K followers ~17M monthly views	45K followers ~22M monthly views

Social media manager and audience growth strategist with experience leading cross-platform operations for a digital media brand reaching 7M+ followers and generating 120M+ monthly views. Combines platform-native experimentation, publishing operations, community management, and custom performance dashboards to turn audience data into repeatable content strategies. Experienced in YouTube optimization, Meta growth, paid social campaigns, branded-content execution, and end-to-end short-form production.

EXPERIENCE

Social Media Manager | *Hard Carry Media / Full Squad*

Los Angeles, CA | **May 2026-September 2026**

- Led day-to-day social strategy and operations for Full Squad across YouTube, TikTok, Instagram, and Facebook, reaching 7M+ combined followers and generating more than 120M monthly content views.
- Built Full Squad's Facebook-native content strategy from the ground up by testing exclusive formats, programming cadence, and creative packaging; used performance data to scale successful concepts, increasing organic viewership 444% and growing the page from 29K to 45K followers within three months.
- Increased Instagram reach 426% through performance-led content planning and supported strategy for Hard Carry Media's @videogames Instagram vertical, reaching an additional audience of 470K followers.
- Independently managed daily publishing and optimization for a 2.5M-subscriber YouTube channel, overseeing uploads, titles, thumbnails, descriptions, metadata, scheduling, and community feedback; added 21K subscribers within three months.
- Built cross-platform dashboards and reporting workflows tracking viewership, reach, engagement, retention, follower conversion, and content-level performance; translated emerging trends into recommendations for creative, production, and executive stakeholders.
- Conceived and executed original campaigns that generated millions of owned-platform views and secured coverage from Barstool Sports, House of Highlights, Dexerto, WeHo Times, and other publishers with a combined estimated potential audience of 400M+.
- Executed sponsored campaigns for Spectrum, IKEA, Whatnot, and Morgan & Morgan while overseeing a Discord community of nearly 2,000 members.

Viceroy / Social Media Manager | *Barstool Sports*

Chicago, IL | **May 2025-May 2026**

- Revived inactive DePaul-affiliated social accounts, rebuilding an engaged audience of 20K+ followers across Instagram and X.
- Developed a data-driven publishing strategy that increased monthly viewership 3,400% following the relaunch, producing platform-native graphics, posts, and videos that reached hundreds of thousands of accounts weekly.

Content Creator | *The Academy at American High*

Syracuse, NY | **November 2023-November 2024**

- Created platform-native posts, reels, and original sketches for College Life and American High Shorts, generating 1.5M+ views and 75K+ interactions across accounts reaching more than 4M followers.
- Applied trend research and audience-performance insights to content strategy, contributing to thousands of daily views.

EDUCATION

DePaul University | BFA, Film & Television, Directing Concentration

Chicago, IL | **Graduated March 2026**

GPA: 3.98/4.0 | Dean's List every quarter | Honors Student | IFC Council Member

SKILLS

- **Analytics & Reporting:** Meta Business Suite, Meta Ads Manager, TikTok Ads Manager, Google Ads, YouTube Studio, Google Sheets, cross-platform performance dashboards, campaign reporting, audience analysis, content testing, KPI development
- **Strategy & Operations:** Platform-native content strategy, content calendars, SEO and metadata optimization, paid social, community management, branded-content execution
- **Content Production:** Adobe Premiere Pro, Final Cut Pro, Photoshop, Canva, copywriting, short-form and multi-camera production

ADDITIONAL EXPERIENCE

- Supported development at Aggregate Films, operating under a Netflix first-look deal, and American High through script coverage, pitch evaluation, and prospective-project research.