



JACOB HOLKO

SOCIAL MEDIA MANAGER



480-440-1418



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SKILLS

- Social Media Strategy
- Content Creation
- Community Management
- Analytics and Reporting
- Campaign Optimization
- Trend Analysis
- Photography & Videography
- Copywriting
- Social Media Ad Campaigns
- AI Tools
- Graphic Design
- Video Editing

EDUCATION

Bachelor's Degree

Arizona State University
2011-2015
Film and Media Production

KEY METRICS

- Increased IG from 38k to 90k in less than one year.
- Increased engagement by 65%.
- Created brand partnerships, which saved the company thousands of dollars.
- 3x'd our monthly social sales funnel.
- Bolstered YouTube viewership by 5x prior amount.
- Turned \$1600 for social ad spend & created 118k of revenue.
- Routinely increased website traffic by 80% or greater.

PROFILE

Results-driven Social Media Manager with 6 years of experience in developing and executing successful social media strategies. Proficient in content creation, community management, and analytics. Seeking a challenging position to leverage my expertise in driving brand awareness, engagement, and growth through effective social media initiatives.

EXPERIENCE

Social Media Manager

Vista Biomedical • Oct 2025 - Present

- Working part time for this company. I create AI videos, graphics, community management, copy write, and produce social media ads.
- I created an influencer program to help bolster our brand awareness and social proof through user testimonials.

Social Media Manager

Brio Medical • Mar 2024 - Jan 2025

- Spearheaded unprecedented 18-22% monthly organic social growth.
- Negotiated brand partnerships that helped save the company money and increased worker productivity.
- Shot & edited all company content, managed our online community, created viral reels, and tripled social media leads.

Social Media Manager

Fat Fender Garage • Oct 2023 - Mar 2024

- Managed the development and implementation of social media strategies to increase brand awareness and engagement. I shot & edited long & short form content. I also managed influencer collaborations and tracked social media performance.
- Helped spearhead the most profitable sales campaign in the companies' history.

Social Media Director

MY DR NOW • Feb 2023 - July 2023

- Managed and monitored social media communities, engaged with followers, responded to comments, and addressed customer inquiries and concerns promptly and professionally.
- Conducted regular performance analysis, using social CRM tools, to measure campaign effectiveness, identify areas for improvement, and implement optimization strategies.
- Shot and edited reels, created graphics for marketing, and implemented a social media & marketing internship program.

Social Media Specialist

Dansons • Jan 2020 - Feb 2023

- I helped manage six social media accounts for this company. The most prominent account was 'Pit Boss Grills'. I used social CRMs to monitor media activity & trends, interacted publicly & privately with our various audiences, engaged with influencers and professional athletes to increase our brand authority. I also reposted high quality stories, and helped edit organic posts.