

# Sebastian Gomez

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LinkedIn ↗

## Education

Chapman University,  
Dodge College of Film and Media Arts

Bachelor of Arts in Public Relations &  
Advertising, Documentary Filmmaking Minor

2016–2020  
3.7 GPA

## Skills

- Bilingual (English & Spanish)
- Copywriting, English & Spanish
- Campaign Strategy
- Content Strategy
- Influencer Strategy
- Brand Development
- Client Service
- Cross-Functional Leadership
- Pitching Creative Concepts
- Creative Direction
- Excellent Communication Skills
- Social Media Management
- Community Management
- On-Site Capture
- Sprinklr Publishing Software
- Trello, Asana, Hive

## Awards

Shorty Awards Finalist,  
*Percy Jackson and the Olympians* Social Campaign

Best in Class Award, presented by XX Artists  
Awarded by Founder & CEO, Kyle Kuhns in 2022  
for excellent work performance.

Best Overall Social Presence, YouTube Webby  
Honoree  
Awarded April 2022 to my team at XX Artists, who  
manages YouTube social accounts and campaigns.

## Professional Experience

### Ralph Creative

A full-service, social-driven  
creative agency, focusing on  
entertainment.

September 2023 – Present  
Los Angeles, CA

### Creative Strategist

- Led and supported the social campaign strategy for industry-leading streaming platforms and their titles, including FX, Disney +, and Apple TV+.
- Developed a bilingual social campaign for Spotify's launch of Spanish DJ, tailoring assets for X, Instagram, and TikTok, resonating with LATAM audiences through relevant cultural references and popular artists.
- Spearheaded influencer initiatives, crafting the strategy, developing briefs, and giving direct creative feedback as a key client liaison.
- Honed the ability to sell through creative to clients via competitive pitch presentations, including Spotify Global, Lionsgate, NatGeo, and Disney.
- Crafted experiential activation for Silo Season 2 at SDCC in partnership with Apple TV+'s events team, overseeing influencer management and on-site social coverage to amplify reach.

### XX Artists (now Monks)

A full-service, digital-first  
social media and marketing  
agency, serving global  
brands and talent.

April 2020 – September 2023  
Los Angeles, CA

### Senior Social Media Manager

- Worked cross-functionally with YouTube's major verticals and departments to execute global social media campaigns across Twitter, Instagram, YouTube, and Facebook.
- Increased the output of owned tweets on YouTube Gaming in the first year of managing the account by 32% YoY (2019 vs. 2020) which helped drive a +70% YoY increase in platform visibility YoY.
- Spearheaded monthly programming and crafted recurring formats for always-on social content, deploying a mix of evergreen and reactive approaches to successfully execute marketing strategies and community management.
- Facilitated an increase of 510K+ followers since joining in June 2020. Led as a project manager on multiple social campaigns, contributing to overall strategy, overseeing asset production, maintaining project timelines, and serving as the point of contact for the client and internal agency teams.
- Researched and developed expert skills on how to successfully activate creator and gaming fandoms through targeted social content.

### Social Media Manager

### Social Media Coordinator

### Ajenda Public Relations

Prominent Orange County  
Public Relations and Marketing  
firm for the restaurant and  
hospitality industry.

February – May 2019  
Orange, CA

### Public Relations Intern

- Created engaging and personal pitches to the press to gain coverage for clients
- Curated Social media content calendar for three client accounts using Hootsuite platform
- Implemented strategies to grow social media audiences for accounts and calculated impression and overall engagement