

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

Amazon MGM Studios

Global film and television studio
producing and distributing
theatrical releases and Prime
Video original films and series.

September 2025 – Present
Los Angeles, CA

Social Media Manager

- Executed end-to-end social and digital campaign planning, asset development, and content management for MGM theatrical releases and Prime Video film and series titles.
- Led social execution for ex-US Prime Video film releases, coordinating global trailer launches, asset localization, and social editorial placements across priority territories.
- Activated experiential screenings and live events, partnering with creators to drive amplification and social conversation in support of title launches.

Ralph Creative

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

September 2023 – September 2025
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