Justin Moran

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SUMMARY

Chicago-based growth marketer with 3 years turning content strategy into shipped work across social, community, and publishing for startups, brands, and creators. Has managed channels totaling 2.8M+ followers and 795M+ views, interned at a startup where content drove a 110% monthly sales lift, and runs fast growth tests on posting cadence, formats, and community engagement. A Computer Science graduate who builds AI-assisted workflows with Claude and ChatGPT to research, draft, and publish faster, with hands-on experience building marketplace payments on Stripe and a strong interest in stablecoins and fintech.

EXPERIENCE

POI (Music Producer) **Remote**
Social Media Manager *March 2026 - Present*

- Own the full social presence end to end, from content calendar and video production to publishing and daily community engagement across Instagram, Facebook, TikTok, and YouTube
- Grew following 160% in 90 days and drove 20K+ views by testing posting cadence and a community-led growth loop: joining relevant conversations the artist was not tagged in to pull new audiences back to the account
- Respond to comments, DMs, and mentions daily in an established brand voice, logging each interaction and its performance to inform monthly reporting and the next content cycle

The Brik **Remote**
Content Strategist (Contract) *January 2026 - Present*

- Produce short-form video for a defined target audience, adapting each piece to platform best practices, emerging formats, and brand guidelines, contributing to a 16% month-over-month increase in sales

Pippa LLC (Healthtech Startup) **Chicago, IL**
Content Marketing Intern *May 2026 - August 2026*

- Led brand content and social publishing at an early-stage startup, automating carousel posting and video production across channels; 30K+ views contributed to a 110% increase in sales in a single month
- Ran the social content calendar and asset library, keeping approvals, publishing schedules, and creative files organized while juggling product, content, and partner workstreams with limited resources
- Coordinated creative, product, and clinical stakeholders to ship assets on time, and presented performance updates to founders and partners

Electroid **Remote**
Content Operations Manager *May 2024 - Present*

- Built and run an automated, AI-assisted content pipeline for two YouTube channels, carrying content from generation through scheduled publishing; the channels have grown to 130K subscribers and 46M+ views
- Maintain a rolling multi-channel content calendar, sequencing releases and QA'ing every asset before and after publish for accuracy, brand consistency, and platform best practices
- Compile monthly performance reports, translating retention, click-through, and engagement data into clear recommendations that shape the next round of content tests

Glowst **Remote**
YouTube Content Manager *June 2023 - April 2025*

- Supported day-to-day content operations for a channel that grew to 2.69M subscribers and 749M+ lifetime views, owning upload cadence, publishing schedule, and post-publish QA
- Managed community engagement in the channel's voice, flagging sensitive interactions to leadership, and tracked audience sentiment, comment themes, and emerging trends in weekly recaps that informed titles, thumbnails, and topics

SELECTED PROJECTS

AutoPost: Multi-Platform Social Publishing System *Built In-House*

- Built a social scheduling platform that publishes to 10 networks (Instagram, TikTok, X, LinkedIn, YouTube, Threads, Reddit, and more) from one calendar, auto-formatting each post and logging per-post analytics for reporting

HerdRight (herdright.com): Online Marketplace *Stripe Payments*

- Launched a two-sided marketplace connecting 30K+ buyers and sellers, integrating the Stripe API for payments and webhooks, and scheduling jobs that refresh marketplace pricing data every 4 hours

VerifyAI *Hackathon, 1st Place of 28 Teams*

- Led a 4-person team to scope, build, and pitch a working AI product to judges under a fixed deadline

SKILLS

- **Content & Social:** Blog, newsletter, and social copywriting in established brand voices, short-form video, content calendars, multi-account scheduling and sequencing, pre- and post-publish QA, asset library management
- **Community & Growth:** Community management and community-led growth, social listening, sentiment and trend tracking, competitive research, growth experiments (cadence, format, and creative tests), creator coordination
- **Reporting:** Engagement, retention, and click-through analysis, audience growth tracking, turning raw data into stakeholder-ready updates for founders and leadership
- **AI & Tools:** Claude, ChatGPT, OpenAI API, AI-assisted research and drafting workflows, Meta Business Suite, YouTube Studio, TikTok Creator Center, Figma, Google Workspace, Microsoft Office, Stripe
- **Platforms:** Instagram, Facebook, TikTok, X, LinkedIn, YouTube, Threads, Reddit, Pinterest, Bluesky

EDUCATION

Iowa State University, Ames, Iowa • *Bachelor of Science in Computer Science, Minor in Psychology* *May 2026*