Justin Moran

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SUMMARY

Marketer with 3 years in brand, content, social media, and community for startups, small businesses, and creators. Interned at WIND Marketing, a Chicago agency whose campaigns have reached 17M+ views; has managed channels totaling 2.8M+ followers and 795M+ views; and worked at a startup where content drove a 110% monthly sales lift. Pairs brand voice and short-form video with growth tests and plain-language reporting, and as a Computer Science graduate builds AI-assisted, automated workflows that plan, create, and publish across 10+ platforms.

EXPERIENCE

WIND Marketing **Chicago, IL**
Marketing Intern *May 2026 - August 2026*

- Supported a Chicago agency delivering brand strategy, digital campaigns, content creation, and web design for small businesses; the agency's portfolio spans 10+ campaigns and 17M+ views with 98% client satisfaction
- Wrote the agency's positioning and voice, "Marketing that moves," and distilled the offer into three one-sentence services (brand, campaigns, content) that a founder can repeat after one read
- Designed and launched the agency website as its acquisition page, placing published proof above the offer and carrying one voice from the headline through service, client, and contact pages

Pippa LLC (Healthtech Startup) **Gurnee, IL**
Content Marketing Intern *May 2025 - August 2025*

- Led brand content and social publishing, automating carousel posting and video production across Instagram, TikTok, and LinkedIn; 30K+ views contributed to a 110% increase in sales in a single month
- Set a warm, numbers-free brand voice for a sensitive health category, routing anything that could read as advice through clinical review so the brand never used the calorie counts or before-and-after imagery common to competitors
- Ran the content calendar and asset library with approvals, and reported views beside sales in founder updates

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

- Grew following 160% in 90 days and drove 20K+ views by testing posting cadence and running a community-led growth loop: joining relevant conversations the artist was not tagged in to pull new audiences back to the account
- Own the full social presence end to end across Instagram, Facebook, TikTok, and YouTube, from content calendar and platform-native video cuts to publishing and daily replies in the artist's voice
- Log every comment, DM, and mention with its performance, turning the log into monthly reporting and the next calendar

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

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

- Built and run an automated, AI-assisted content pipeline for two YouTube channels, carrying videos from generation through titling and scheduled publishing; the channels have grown to 130K subscribers and 46M+ views
- Sequence releases on a rolling multi-channel calendar with QA before and after publish, and turn retention, click-through, and engagement data into monthly recommendations that set the next round of content tests

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

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

SELECTED PROJECT & RECOGNITION

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

- Built a scheduler that publishes to 10 networks from one calendar, auto-formatting each post to its destination (Reels, Stories, TikTok carousels, Shorts, Pins) and logging per-post analytics for monthly reporting

Pitch Competitions *2024 - 2026*

- Finalist, Queen's Entrepreneurs' Competition; Semi-Finalist, TCU Values and Ventures (top 40 of 350+); 1st Place, Pappajohn Startup Pitch; 1st Place, Ivy College of Business Hackathon; 1 of 33 Iowa student entrepreneurs, Okoboji

SKILLS

- **Brand & Content:** Brand strategy, positioning and messaging, brand voice and copywriting, short-form video, campaign planning, content calendars, multi-account scheduling, pre- and post-publish QA, asset library management
- **Social & Growth:** Community management, community-led growth, social listening, sentiment and trend tracking, growth experiments (cadence, format, and creative tests), website and landing page messaging
- **Reporting:** Engagement, retention, and click-through analysis, audience growth tracking, sales-linked reporting for founders and leadership
- **AI & Tools:** Claude, ChatGPT, OpenAI API, AI-assisted research and drafting, Meta Business Suite, YouTube Studio, TikTok Creator Center, Figma, Canva, Google Workspace, Microsoft Office
- **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*
Dean's List every semester, Fall 2023 - Fall 2025