



MOSHE ISAACIAN

Brand & Social Strategist


CONTACT

mosheisaacian@gmail.com

310-926-6824

Los Angeles, California

 /in/Mosheisaacian

 @Mosheisaacian

SPECIALITIES

Strategic Skills:

- Brand Strategy
- Social Strategy
- Paid Media Strategy
- Copywriting
- Social Media Management

Software & Toolsets:

- Brandwatch
- MRI-Simmons
- Global Web Index
- Zoomph
- Iconosquare
- Sprinklr
- SproutSocial
- Hootsuite
- Tweetdeck
- Mailchimp
- Adobe Creative Suite
- Microsoft Office Suite
- Google Suite

EDUCATION

UCLA - Los Angeles, CA

Bachelor of Arts in History

EXPERIENCE

LAUNDRY SERVICE | Portland, OR

Jan 2020 – Present

Strategist - *(Nike / Adobe / Amazon Pets / New Business)*

- Serving as the lead strategist on Nike and Adobe for a wide variety of client deliverables, including channel and social strategy, consumer insights, platform POVs, analytics reports, run of shows, and content audits
- Participating in new business pitches by developing briefs, briefing in creative teams, and contributing data and insights which resulted in new clients wins with Microsoft, Pepsico Energy, Adobe, Jordan, and Footlocker
- Partnering with leadership, analytics, and strategy to create ongoing POVs on social platforms, industry updates, COVID-19, and BLM for individual client use and the agency at large
- Created a channel playbook for Nike on TikTok by developing platform strategy, positioning, content franchises, and best practices in collaboration with Nike's global social team
- Managed relationships with parent company Wasserman's analytics team to organize and secure access to research- and insight tools for the strategy department

GIANT SPOON | Los Angeles, CA

Aug 2018 – Aug 2019

Junior Social Strategist - *(Hewlett-Packard / OMEN by HP)*

- Developed social campaign strategies for AOR Hewlett-Packard / OMEN by HP from briefing to final reporting, including KPI development, targeting and segmentation, creative approach, and analytics
- Built go-to-market social plan for OMEN's partnership with Activision / Blizzard's Overwatch title, showing how the game's greatest pros, streamers, and fans used HP products to become who they are. Creative featured local talent from 7 targeted territories for global campaign approach, including players Jake, Gesture, Fragi, and Diya
- Contributed strategies for influencer activations and gaming events such as TwitchCon, generating a total of 28.7% engagement rate, 1,010,000 video views, and 5,530,000 impressions
- Increased OMEN's YoY social media following on Facebook by 15%, Twitter by 30%, and Instagram by 242%

CROWD CONTROL DIGITAL | Los Angeles, CA

Dec 2016 – Oct 2017

Assistant Account Executive - *(Weedmaps, Insomniac Events, Circle Talent Agency, Avalon Hollywood)*

- Supported account management team with cross-disciplinary social media marketing strategy by contributing to new client proposals, researching industry trends, building paid ads, creating decks, and overseeing social communities
- Managed a major entertainment venue account, increasing ticket sales by 250% through revising internal and external communications, executing paid advertising, and managing on-site promotions
- Secured new relationship with Snap Inc. for early access to advertising platform, running a campaign averaging 500,000 impressions, a 12% conversion rate, and over 2,300 collected emails

MOSHEIMEDIA MANAGEMENT | Los Angeles, CA

Aug 2013 – Ongoing

Brand & Social Strategy Consultant - *(Celebrity, Non-Profit & Charity, Recording Artists)*

- Consulting and working directly with clients on organic and paid social strategy, with an emphasis on music, gaming, and entertainment clients
- Devised and executed social strategy for Cody Walker's charity fundraiser live stream, increasing donations 4x from previous year and surpassing total \$150,000 contribution goal
- Launched a Snapchat campaign for EDM.com featuring daily produced stories and channel takeovers by brands and influencers, increasing followers by 1,566%, open rate by 83%, and story completion rate by 76%