

John Gjoni

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SUMMARY

Senior Social Media Manager and founder with 10+ years of experience leading content strategy, live coverage, audience growth, platform optimization, analytics reporting, community management, client relations, and cross-platform campaign execution.

EXPERIENCE

Social Savages LLC

January 2025 - Present

Founder | Social Media Manager | Strategist | Account Manager

Remote

- Built and manage a social media strategy and management company helping brands, creators, and businesses grow online.
- Create platform-specific strategies that improve visibility, engagement, brand consistency, and audience connection.
- Manage client relationships, brand voice, content calendars, campaign planning, and day-to-day social media execution.
- Analyze content performance and audience trends to refine strategy and drive measurable growth.

Digital Media Management

August 2021 - April 2026

Senior Social Media Manager

Remote

- Developed and executed social media strategies across Facebook, X, Instagram, Threads, and TikTok for live broadcasts, weekly programming, tentpole events, and content franchises.
- Led real-time social coverage, including breaking updates, highlights, short-form video, graphics, and social-first creative that drove engagement, growth, and brand visibility.
- Managed and mentored producers, coordinators, and creators, overseeing workflows, publishing standards, content execution, and performance goals.
- Served as a client-facing social lead, aligning internal teams, external partners, and brand clients around campaign objectives, sponsorship needs, and business priorities.
- Owned reporting and presented campaign recaps, insights, and strategic recommendations to leadership, clients, and cross-functional stakeholders.

A+E Global Media

June 2019 - December 2020

Social Media Manager

New York, NY

- Planned and executed strategic social media launches for network brands and original programming, driving awareness and audience growth.
- Managed daily publishing and real-time social coverage to maintain consistent engagement and brand presence.
- Developed creative, platform-native campaigns to support premieres and ongoing content initiatives.
- Conducted audience research and competitive analysis to inform strategy, optimize content performance, and identify growth opportunities.

ICUC Moderation, Inc.

August 2012 - December 2019

Social Media Content Specialist

Remote

- Enforced community guidelines and platform policies across social channels to ensure brand safety and compliance.
- Moderated high-volume social media accounts, maintaining audience engagement while mitigating risk and inappropriate content.
- Identified behavioral trends, technical issues, and policy violations, escalating insights to cross-functional teams.
- Managed takedowns of unauthorized and infringing content for major clients, ensuring compliance with digital rights standards.

ACHIEVEMENTS

- Scaled USA Network TikTok from 250K to 1.4M followers through strategic content and platform optimization.
- Built and launched @HistoryTV Instagram to 75K followers in four months through organic, editorial-driven strategy.
- Grew personal TikTok and Instagram accounts to 63,000 and 27,000 followers, respectively, under the handle doublexranh.

EDUCATION

Mercy College

Dobbs Ferry, NY

Bachelor of Science in Journalism & Media

SKILLS

Social Media: Live Coverage, Platform Growth, Community Management, Cross-Platform Campaigns, Content Calendars, Copywriting, Short-Form Video, Brand Safety

Strategy & Analytics: Strategic Planning, Long-Term Planning, Data Analytics and Reporting, Performance Optimization, Trend Analysis, Competitive Analysis, AI-Assisted Ideation

Leadership & Collaboration: People Leadership, Training and Mentoring, Client Relations, Stakeholder Collaboration, Presentation Development, Workflow Optimization

Languages: English, Albanian