

Scotty Strehlow

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Social Media, Influencer & Community Manager

Strategic digital marketing leader with 12+ years of experience building engaged communities, growing brand awareness, and driving measurable business outcomes through social media, influencer partnerships, and customer advocacy programs. Combines data-driven decision making with emerging AI technologies to optimize marketing operations, accelerate content production, and deliver scalable audience engagement strategies. Proven success leading cross-functional initiatives that increase engagement, customer retention, and revenue growth.

WORK EXPERIENCE

Duda Inc.

Social Media & Community Manager

- Led successful organic & paid social media marketing campaigns. My efforts have increased the overall engagement rate cross-platform by over 27% year-to-date in 2026.
- Increased user engagement by 40% within 12 months by curating empowering content, building relationships, and fostering collaboration in an online creator community of over 3,000 Duda customers on Facebook & Reddit.
- Fostered collaboration with influencers, agency partners, and industry experts to create engaging events, resulting in a stronger community connection and increased brand loyalty; focused on building trust.
- Developed and executed a comprehensive, creative video content strategy, increasing cross-departmental engagement by 27% through targeted promotional & educational materials within 12 months.
- Integrated AI-powered tools into content creation, community management, and campaign planning workflows, increasing operational efficiency by over 30% while maintaining brand voice and audience engagement standards.

Steady Inc.

04/2021 – 09/2022

Growth Marketing Manager

- Spearheaded an innovative influencer marketing program, achieving the highest user acquisition conversion rates in company history within 6 months.
- Led the creation, production, and publishing of all ad creative made by both our internal Design team and external vendors. This increased the output of new ads by over 63% in 2022.
- Implemented data-driven insights to refine social marketing campaigns, successfully elevating brand voice and driving meaningful conversations from financial advocates and success stories, which contributed to a significant increase in user acquisition.

Ibotta Inc.

01/2014 – 04/2021

Brand Manager, Social Media & Community

- Led the creation and implementation of organic and paid social media campaigns that drove an average of \$30K in additional revenue per month. This drove over \$375,000 in incremental revenue in 2020, helping stakeholders cross-departmentally. This also contributed to the \$1B valuation and subsequent IPO success in 2024.
- Built and nurtured an online community of over 60,000 customers, improving brand health and advocacy while reducing customer support tickets by 10%.

Senior Marketing Associate

- Developed a social media content strategy from the ground up, amassing a following of over one million members with an average engagement rate exceeding 10%.
- Executed national marketing campaigns for major CPG and retail brands, significantly boosting purchasing behaviors through strategic social media engagement.

Senior Customer Support Manager

- Enhanced social media support interactions and created SEO-optimized content for the Help Center, leading to an 8% increase in self-service support.
- Recruited, trained, and managed a team of 30 customer support agents, achieving response times of 12 hours or less and an average success rating of 94%.

EDUCATION

Bachelor's Degree in Journalism & Mass Communications

Iowa State University

05/2014

VOLUNTEERING & LEADERSHIP

Ibotta Gives

01/2016 - 04/2021

Chair

Denver, CO

Led my company's volunteering and philanthropic efforts, including local non-profit events and donations. I also created and spearheaded an annual, company-wide day of volunteering called "Ibotta Gives Day", where all employees dedicated a full work day to volunteer for local non-profits.

SKILLS

Expertise: Affiliate Marketing, Agency experience, AI Tools, Analytical Skills, API automation, Audience insights, Audience Research, Audience segmentation, Brand awareness, Brand Guidelines, Brand Sentiment, Brand Storytelling, Budget management, Case studies, Client Partnerships, Community Building, Community Experiences, Content Formats, Creator Content, Design tools, Digital Marketing, Editorial calendars, Emerging platforms, Emerging Trends, External partnerships, Influencer Marketing, LinkedIn Strategy, Paid Social, People Management, Product Launches, Product Marketing, Project Management, Public Relations, Reporting, SaaS software, SEO, Social Listening, Social Media Strategy, Threads, TikTok, User acquisition, User retention, Video production, X