

Scotty Strehlow

Social Media Manager

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Denver, CO

SUMMARY

Social Media Manager and digital marketing strategist with 12+ years of experience leading organic social, community, influencer, and advocacy programs for B2B and B2C technology brands. Proven track record growing audiences to 1M+, increasing engagement by 40%, and driving measurable revenue through social-first strategies and integrated campaigns. Experienced partnering with CEOs, founders, and executive leadership on thought leadership, video content, and live events, with deep expertise in social publishing, listening, analytics, short-form video, creator partnerships, and Sprout Social. AI-fluent marketer who combines data-driven strategy with authentic storytelling to build brand affinity and engaged communities. **Online Portfolio:** scottystrehlow.com/marketing-experience

WORK EXPERIENCE

Social Media & Community Manager

November 2022 - June 2026

Duda, Louisville, CO

- Owned the company's organic social media strategy and day-to-day channel management, increasing cross-platform engagement by **27% year-over-year** through data-driven content strategy and audience insights.
- Partnered with executive leadership and subject matter experts to develop thought leadership content, customer stories, video interviews, and live event coverage that strengthened brand credibility and audience engagement.
- Managed relationships with creators, influencers, agency partners, and industry experts to execute integrated social campaigns, community initiatives, and in-person events that expanded brand reach and customer advocacy.
- Grew community engagement by **40% in 12 months** by combining proactive community management, social listening, and meaningful audience engagement across owned channels.
- Led the strategy, production, and optimization of short-form video content, increasing video output by **over 60%** while overseeing customer testimonial interviews, case study production, and paid social creative.
- Leveraged AI-assisted workflows throughout content creation, campaign planning, and community management, **improving operational efficiency by 30%** while maintaining brand voice and editorial quality.
- Reported on campaign performance using social analytics and listening platforms, translating insights into strategic recommendations that informed future content and marketing decisions.

Growth Marketing Manager

April 2021 - September 2022

Steady, remote with HQ in Atlanta, Georgia

- Built and scaled an influencer marketing program that achieved the highest user acquisition conversion rates in company history while managing **\$100K in monthly media investment**.
- Partnered with internal creative teams and external production partners to brief, review, and launch performance-driven video campaigns, increasing creative output by **63%**.
- Used social performance analytics, experimentation, and audience insights to continuously optimize messaging, creative strategy, and campaign performance.
- Cultivated long-term relationships with creators and influencers, developing authentic storytelling frameworks that increased audience trust and campaign effectiveness.
- Collaborated across growth, product marketing, creative, and leadership teams to launch integrated campaigns supporting customer acquisition objectives.

Brand Manager, Social Media & Community

Ibotta, Denver, Colorado

January 2020 - April 2021

- Led integrated organic and paid social campaigns that generated more than **\$375K in incremental annual revenue** while strengthening brand awareness and customer engagement.
- Built and managed a community of **60,000+ weekly active users**, increasing advocacy, improving customer retention, and reducing support tickets through proactive engagement.
- Supported major product launches and national campaigns through coordinated social media strategy, cross-functional marketing collaboration, and customer communications.

Senior Marketing Associate

Ibotta, Denver, Colorado

October 2015 - December 2020

- Developed the social content strategy that grew Ibotta's social audience to more than **1 million followers** while maintaining an average engagement rate above **10%**.
- Executed integrated campaigns for nationally recognized retail and CPG brands including Walmart, Costco, Best Buy, PepsiCo, General Mills, Kraft Heinz, Tyson Foods, Uber, and Unilever.
- Created social-first content and platform-specific campaigns that encouraged customer participation, product discovery, and measurable purchasing behavior.

Senior Customer Support Manager

Ibotta, Denver, Colorado

November 2014 - September 2015

- Led a team of **30 customer support specialists**, partnering closely with marketing and product teams to ensure customer support aligned with product launches and brand messaging.
- Improved customer self-service adoption by creating SEO-optimized Help Center content and scalable support resources, increasing self-service success by **8%**.
- Developed customer engagement processes that maintained response times under 12 hours while achieving a **94% customer success rating**.

CORE SKILLS

Social Media Strategy

- Organic Social
- Content Strategy
- Brand Voice
- Community Management
- Executive Thought Leadership
- Social Storytelling
- Social Campaigns
- Content Calendars
- Platform Strategy

Content & Creative

- Short-Form Video
- Video Production
- Video Interviews
- Reels, TikTok
- YouTube Shorts
- Creator Partnerships
- Influencer Marketing
- UGC
- Photography
- Canva
- CapCut
- Adobe Photoshop

Analytics & Growth

- Social Analytics
- Social Listening
- Sprout Social
- SEO / AI Visibility
- Performance Reporting
- Audience Insights
- Trend Analysis
- A/B Testing
- Organic-to-Paid Strategy
- ROI Measurement

Leadership & Ops

- Cross-Functional Collaboration
- Agency Management
- Executive Stakeholder Management
- Campaign Briefing
- Product Launches
- Community Engagement
- Crisis Communications
- Vendor Management
- AI-Assisted Marketing
- Marketing Automation

EDUCATION

Bachelor of Journalism & Mass Communications

Iowa State University

Graduated: 2014
