

# John Katez

Social Media Director · Influencer & Creator Strategy · Organic & Paid Social

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## PROFESSIONAL SUMMARY

Social Media Director with 10+ years building enterprise social programs, influencer campaigns, and content engines for nationally recognized consumer and healthcare brands. At AdventHealth, leads a 300K+ follower, 10-platform social ecosystem generating 500M+ annual organic impressions — overseeing influencer and creator programs, paid social campaigns with 80%+ video view-through rates, and a governance framework spanning 10+ markets. At Darden Restaurants (Olive Garden, 762K Instagram followers), executed influencer and creator partnerships for one of America's most-followed consumer restaurant brands. Known for ROI frameworks, performance KPIs, cross-functional team leadership, and translating creator investment into brand equity and measurable outcomes.

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## IMPACT HIGHLIGHTS

- 500M+ annual organic impressions (Facebook · AdventHealth) and 38M+ monthly Instagram impressions at peak
  - 3x Instagram engagement rate lift YoY (0.4% → 1.7%); top posts reaching 26–32% ER with zero paid boost
  - +29% LinkedIn follower growth YoY to 243K — consistently above healthcare industry benchmarks
  - 80%+ paid video view-through rate — 40–50% above industry benchmark on 6-figure annual budgets
  - Healthcare Advertising Awards: Platinum (Best Healthcare Content) · Gold (Blog) · Silver (Social Media) · Bronze (COVID Response)
  - Blog of the Year — Swaay Health Media
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## CORE COMPETENCIES

**Strategy & Leadership:** End-to-end influencer strategy · Creator economy & partnerships · Gifted, affiliate & paid programs · ROI frameworks & budget management · Organic & paid social strategy · Multi-platform management (10+) · KPI setting & performance analytics · Cross-functional team leadership

**Domain Expertise:** Consumer brand social · Healthcare/trust-driven brand social · Enterprise governance & compliance · Short & long-form video content · AI-assisted workflow integration · Brand voice & content systems

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## EXPERIENCE

### AdventHealth

*Senior Social Media & Digital Content Manager (promoted) · May 2021–Present · Remote*

- Own end-to-end influencer and creator partnership strategy — gifted, earned, and content capture activations integrated across a 300K+ follower, 10-platform social ecosystem generating 500M+ annual organic impressions.
- Establish and manage KPIs for creator programs across reach, engagement, and downstream brand outcomes — with ROI frameworks that connect influencer investment to measurable campaign performance.
- Lead video content strategy across short and long-form formats; paid social placements achieve 80%+ VTR, exceeding benchmarks by 40–50%.
- Grew Instagram engagement rate 3x YoY (0.4% → 1.7%) and LinkedIn followers +29% to 243K — outperforming healthcare industry benchmarks.
- Manage contributors and cross-functional stakeholders across Brand, Digital Studio, SEO, Reputation, and regional Marketing — 100–150+ pieces of content monthly across social, web, and newsletters (1M+ subscribers, ~35% open rate).
- Guide six-figure annual paid social investment including platform mix, audience targeting, and creative optimization.
- Built enterprise social governance framework supporting 10+ markets — intake systems, editorial calendars, approval workflows, and compliance checkpoints.

### Darden Restaurants

*Associate Social Media Manager → Senior Social Media Analyst → Social & Digital Media Consultant · June 2015–May 2021*

Progressed through three roles over six years managing social and influencer strategy for major consumer restaurant brands including Olive Garden (762K Instagram followers) and LongHorn Steakhouse.

- Led influencer and creator partnerships, executing digital activations alongside real-world events — connecting creator content to brand campaigns for national consumer audiences.
- Managed organic social strategy across Facebook, Instagram, Twitter, Pinterest, YouTube, and LinkedIn — internal expert on platform best practices, algorithm changes, and creator landscape.
- Contributed to integrated campaigns connecting social and influencer strategy to TV, radio, and PR — translating platform moments into brand equity for tens of millions of fans.
- Built standardized reporting frameworks surfacing actionable performance insights across multiple brand channels.

### **SwagRobot**

*Owner, Marketing & Social Media Director · Jan 2013–Jun 2015*

- Founded and scaled a promotional products business; built social growth strategies from scratch across Instagram, Twitter, Facebook, Pinterest, YouTube, and LinkedIn.
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### **EDUCATION**

**University of Central Florida** · Bachelor of Arts, Digital Media (Cinema Studies)

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### **TOOLS & PLATFORMS**

Sprout Social · Khoros · Meta Business Suite · TikTok Creator Marketplace · Google Analytics · Amplitude · Adobe Creative Suite · Canva · Airtable · Bynder · AI workflow tools · Microsoft 365 · Google Workspace · CMS workflows