

Jordy Altman

Valley Village, CA 91607 | 913.710.6012 | jordyalt@gmail.com | [linkedin.com/in/jordyaltman/](https://www.linkedin.com/in/jordyaltman/)

Director of Marketing

Award-winning social media strategist with extensive experience in the entertainment industry. Best known for delivering dynamic social campaigns that engage audiences. An expert in go-to-market campaign planning, social-first asset production, and managing various creative teams across multiple verticals including (but not limited to) Scripted Originals, Adult Animation, Sketch Comedy, Daytime Talk Shows, YouTube Creator Content, eSports, and more.

Core Competencies

Social Media Strategy | Creative Strategy | Data-driven Strategy | Global Strategy | Paid Media Strategy | Platform Best Practices | Fan Engagement | Developing Voice & Tone | Community Management | Calendar Management | Content Management | Scheduling Platforms | Content Creation | Video Editing | Copywriting | Working with Talent | Public Speaking | Pitching | Leading Brainstorms | Stakeholder Approvals | Executing Big Ideas | Creating Presentations | Managing Creative Teams | Managing Agencies | Managing Clients | Long-term Planning | Analytics/Reporting | Research and Development | Team Management

Experience

Paramount+ Streaming, Los Angeles, CA

June 2022 - Present

Social Strategy Lead

Developed and executed record-setting social media strategies for Scripted Originals within the MTV Entertainment (MTVE) portfolio, including high-profile series such as Tulsa King, 1923, Lawmen: Bass Reeves, Lioness, Landman, and Mayor of Kingstown. Most recently, the Mayor of Kingstown Season 3 social campaign was the most-viewed season ever with 31M views (+144% vs. Season 2), most-engaged season ever with 1.6M engagements (+300% vs. Season 2), and most-followed season ever with 197K new social followers (+358% vs. Season 2).

- Supervised a team of managers and coordinators while working closely with cross-functional VPs and brand directors to align social media plans with Paramount's wider business priorities.
- Presented comprehensive social strategies to executive stakeholders, addressing questions and using insights to show positive trends that met marketing objectives.
- Used real-time data to adjust campaigns as needed. Met KPIs - reach, growth, impressions, and views - for both franchise and brand channels.
- Received multiple industry-recognized awards, such as a [Clio SILVER award for 1923's Orotone Photography: How It's Made \(2023\)](#), and a Clio BRONZE award for [Rabbit Hole's P+ Instagram Infiltration Hack \(2023\)](#).

April Wilkerson, Los Angeles, CA

January 2022 - June 2022

YouTube Producer

Produced multiple video projects and secured over \$100,000 in sponsorships with YouTube Content Creator April Wilkerson.

- Led a small team of shooters, graphic designers, and editors from concept to delivery on multiple how-to DIY builder videos.
- Hired additional crews as needed, negotiated all third-party vendor contracts, and sold branded content packages.

ViacomCBS, Los Angeles, CA
Social Media Producer**September 2016 - December 2019**

Implemented social strategies for CBS Daytime tentpoles The Price is Right, Let's Make a Deal, and The Talk. Increased channel growth and engagement rate Year-over-Year (YoY).

- Produced over 600 video assets across Facebook, X (fka Twitter), and Instagram pages, resulting in an +11% increase in video completion rates while also growing the 18-29 male demographic by 21%.
- Shot, edited, and posted daily social content. Stayed up-to-date on emerging platform trends.
- Worked closely with Marketing and PR to identify cross-platform activations which resulted in many interactive social segments for broadcast. Some examples include inviting Instagram followers to chat with talent, conduct real-time social polls, and compete in various viral challenges.
- Recognized across the industry for my hard work, resulting in multiple awards such as an Emmy for Outstanding Talk Show, Entertainment (2017) and a Telly for Craft Use of Humor (2018).

Variety, Los Angeles, CA
Social Media Manager**November 2014 - September 2016**

Managed daily social programming, creative ideation, copywriting, and community engagement for @Hollywood and @Variety social handles.

- Developed young, hip tone-of-voice for newly launched @HOLLYWOOD YouTube channel.
- Positioned multiple campaigns to increase website clicks and video views on [variety.com](https://www.variety.com).
- Developed a weekly schedule to optimize video content streams across YouTube, Instagram, and X (fka Twitter).
- Led live content coverage, capture, and execution for talent press junkets, content shoots, and marketing events, including (but not limited to) Backstage at The Oscars, Coachella Music Festival, San Diego Comic-Con, Power of Women, SAG Awards, MTV Movie Awards, I Heart Radio Awards, Independent Spirit Awards

Awards

Over 10 marketing awards (and counting) and 36 award nominations including (but not limited to):

- Emmy Awards - The Talk - Outstanding Talk Show, Entertainment (2017)
- Telly Awards - The Talk - Social Video, General Media and Entertainment (2018)
- Telly Awards - The Talk - Online, Craft-Editing (2018)
- Telly Awards - The Talk - Online, Craft Use of Humor (2018)
- ViacomCBS' SPOT Bonus - Excellence in Digital Media (2019)
- Clio SILVER - 1923 - Orotone Photography: How It's Made (2023)
- Clio BRONZE - 1923 - Bonus Peel and Reveal Photography (2023)
- Clio BRONZE - 1923 - Integrated Campaign (2023)
- Clio BRONZE - 1923 - Behind the Scenes (2023)
- Clio BRONZE - Rabbit Hole - Episodic Posters (2023)
- Clio BRONZE - Rabbit Hole - OOH Campaign - Megazilla (2023)
- Clio BRONZE - Rabbit Hole - P+ Instagram Infiltration Campaign (2023)

Education**Bachelor of General Studies (B.G.S.), English, Creative Writing and B.G.S. Theater Arts, Performance**

University of Kansas

Portfolio available upon request.