



# Mike Goldys

Social Media Manager

## Personal Info

**Phone**  
949-205-3878

**Email**  
mgoldys3@gmail.com

**Portfolio**  
MikeGoldys.com

**LinkedIn**  
linkedin.com/in/mikegoldys

## Education

**California State University**  
*Master of Arts Degree*  
Mass Communications  
Research & Theory Research & Theory

**Fun Fact:** Was on the CSUF Advertising Club board

**Towson University**  
*Bachelor of Science Degree*  
Mass Communications – Advertising, Marketing Cert.

**Fun Fact:** Was Vice President of Towson Surf Club

## Just for Fun

**USA Today Magazines**  
*Contributing Writer*

- Six-page feature story on "tiny home tour" published in *HOME* magazine
- Story on global tattoo collection published in *GoEscape* travel magazine, summer issue
- Feature story on surf parks around the world published in *GoEscape* travel magazine, winter issue

## About Me

I balance career with my love for international travel, tattoo culture and writing. By day, I'm a marketing and communications professional. By evening and weekend, I am an outdoor enthusiast who you will find either surfing or driving to the next tiny house in my ongoing "tiny home tour."

Pulled from candid LinkedIn recommendations received from current colleagues, former coworkers, and supervisors.



## Current Professional Experience

- Oversee social media content, process and performance for an organization made up of 127K nurses, working cohesively across seven different teams, to publish 2.5K+ posts annually
- Built organization's social media program from the ground up; introducing paid social strategy, social media listening, and reporting with actual learnings to act on
- Through constant performance analysis and adjustment of strategy, have grown AACN social media community of nurses by 226% since first joining the team in 2017 through 2022 (100K to 326K)
- Took a dormant Instagram community of 775 nurses and grew it by 26K+ followers—without paying for followers
- Pivoted social media program overnight to mitigate risk of tone deafness while shifting messaging to COVID resources when the global pandemic became a reality
- Maintained integrity of organization's social presence through natural disasters, healthcare controversies, national tragedies and many organization crises
- Manage paid social advertising budget of \$80K across social media channels, campaigns, contests and conference efforts
- Led effort to grow social media team in the organization by hiring a Social Media Coordinator, allowing myself to focus on strategy and performance analytics, along with introducing social media listening to the program
- Trained, onboarded and continuously mentor new hire as the organization's social media program scales larger

## Employers

American Association of Critical-Care Nurses	Social Media Manager	Mar '22 – Present
American Association of Critical-Care Nurses	Social Media Strategist	Feb '17 – Mar '22
American Career College/West Coast University	Social Media Strategist	Aug '16 – Feb '17
INK Ad Agency	Social Media Manager	Aug '15 – Aug '16
Leader Bikes	Director of Marketing	Feb '15 – Aug '15
RPA Advertising	Specialist, Digital Content Strategy	Oct '13 – Jan '15
MOB Media Inc	Social Media Strategist	Nov '12 – Oct '13

## Technology Proficiency

**Productivity:** Google Suite, JIRA, Keynote, Microsoft Office, Smartsheet, Zoom  
**Analytic/Reporting/Listening:** Brandwatch, Crimson Hexagon, Facebook Insights, Instagram Analytics, LinkedIn Analytics, Simply Measured, Sysomos, Twitter Analytics, Union Metrics  
**Miscellaneous:** Everwall [social curation], LinkTree [social link management], Photoshop, Premiere Pro  
**Paid Advertising:** Facebook Ads Manager, LinkedIn Campaign manager, Twitter Ads Platform  
**Scheduling:** Adobe Social, Falcon.io, Creator Studio (Facebook + Instagram), Hootsuite, Twitter Scheduler

## Accounts Worked On

