



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.



Mike Goldys

Social Media Strategist

Personal Info

Phone
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Email
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WWW
MikeGoldys.com

LinkedIn
linkedin.com/in/mikegoldys

Current Professional Experience

- Manage social media operations for a national non-profit organization made up of 325K+ nurses and allies (across Facebook, LinkedIn, Instagram, Twitter)
- Lead comprehensive social media strategies on all levels, from healthcare observances to national holidays and large-scale conferences to country-wide advocacy efforts
- Maintain extremely detailed and ever-changing monthly content calendar, separated by specific platform to optimize captions, imagery, usernames, tagging and tracking codes by channel
- Plan, execute and oversee new and creative social media growth strategies; paid targeting, influencer outreach, sweepstakes and store promotions
- Test ad placements/channels/formats and promote key messaging through paid social media strategy
- Pull paid and organic performance data on a platform level, post level and campaign level
- Extract learnings from daily, monthly and yearly data to craft actionable steps to help our organization meet communication's goals and objectives
- Assure strategic framework aligns with objectives, strategies, tactics and metrics
- Educate teammates, stakeholders, and departments on trends, identify best practices and platform limitations in the social media space
- Coordinate social vendor meetings and see tool evaluations through
- Manage paid social media budget of \$80K across social media channels, campaigns, contests and conference efforts
- Assist with community management; content moderation, customer service inquiries, fan acquisition

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

Employers

American Association of Critical-Care Nurses	Social Media Strategist	Feb '17 – Present
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

Tool Experience

Administrative: 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

Just for Fun

- USA Today Magazines**
Contributing Writer
- Six-page featured story on "tiny home tour" published in HOME '22 issue
 - Story on global tattoo collection featured in GoEscape Summer '22 issue
 - Feature story on surfing wave pools around the world

Accounts Worked On

