

STEVEN SHARPE JR

ssj@stevensharpejr.com | +1 917 504 0338 | New York, NY 11213

stevensharpejr.myportfolio.com

Content Creator, Creative Strategist and Digital Marketer with 12+ years of experience across UGC, content marketing, and digital strategy. I concept, produce, and optimize short-form content that balances storytelling with performance. Known for crafting full-funnel campaigns that drive growth, rooted in culture, identity, and intentional living. Trusted by brands across fashion, beauty, travel, and lifestyle for work that connects and converts

Core Competencies:

Creative Direction, Content Strategy, Campaign Management, Adobe Creative Suite (Photoshop, Premiere Pro, After Effects, Lightroom), Video Production, Video Editing, Project Management (Asana, Trello), Team Management, Complex Problem-Solving, Collaborative Projects, Google Suite, Slack, Notion, Influencer Partnerships, Performance Marketing

EXPERIENCE

VaynerMedia, New York, NY

07/2024 - 12/2024

Senior Content Creator

- Led the creative ideation and direction for cross-functional teams, ensuring that content aligned with brand values and boosted client satisfaction and retention by 20%. Collaborated closely with creative and strategy teams to refine concepts and ensure high-quality execution.
- Implemented data-driven content strategies and streamlined ideation processes, boosting creative output while elevating quality and brand consistency across multiple briefs with varying deadlines.
- Mentored junior content creators and contributed to crucial presentations. Developed internal workflows that led to improvements in team productivity.

Harry's, New York, NY

09/2023 - 04/2024

Senior Creative Producer

- Directed the creative vision and production of 5-7 TikTok-native videos weekly, ensuring content resonated with target audiences and aligned with broader brand objectives, enhancing visibility.
- Produced 5-7 high-impact, social-native videos bi-weekly, tailored for paid ad campaigns to boost brand visibility and engagement.
- Embedded in-house on contract with Harry's Social & Growth team, using internal tools (Slack, Google Suite, Notion) and collaborating cross-functionally to execute data-informed influencer content strategies.
- Developed social assets for Harry's in-person events and artist collaborations, enhancing brand presence and community engagement.

@stevensharpejr, New York, NY

05/2016 – Present

Content Creator, Digital Strategist

- Directed and led creative vision for large-scale visual content campaigns, managing all stages from concept development to final editing to ensure high-quality, on-brand execution. Specializations included color grading, graphics, typography, and voiceover integration, consistently delivering high-quality work aligned with client expectations.
- Collaborated with diverse clients, including Amazon Fashion, Hyatt, Dr. Martens, and Target, to create content that strengthened brand presence and drove engagement. Specialized in producing content for fashion, travel, and lifestyle brands.
- Partnered with internal marketing teams to define strategy, establish KPIs, generate engaging content, and set Influencer Media Value (IMV) targets.
- Positioned as a thought leader in influencer marketing, leading executive workshops and advising brands on emerging trends and strategies to adjust their marketing approach.

Nobius Creative Studios, New York, NY
Influencer Manager

09/2021 - 9/2024

- Managed complex, high-value influencer partnerships, leading strategic collaboration with brands to ensure authenticity and maximize campaign reach.
- Crafted tailored influencer strategies for various brands, ensuring authentic and impactful campaigns.
- Identified target audience segments, created compelling campaign narratives, and devised effective hashtag strategies.

Roman and Williams Buildings and Interiors, New York, NY
Studio Operations Manager

05/2018 - 11/2018

- Managed 32 complex project schedules, budgets, and workflows, ensuring timely and on-budget completion.
- Conducted in-depth research on potential clients, successfully securing new business opportunities.
- Developed compelling project pitch decks using Adobe Creative Suite, enhancing client presentations and winning new projects.
- Produced comprehensive monthly design project finance reports and compiled and billed weekly designer timesheets to appropriate projects, ensuring meticulous tracking, allocation of expenses, and precise invoicing.
- Streamlined expense processing, improving financial accuracy and operational efficiency.

Avroko, New York, NY
Office Operations Manager

09/2017 - 05/2018

- Drove substantial cost savings by negotiating vendor contracts, reducing monthly overhead by nearly \$5,000.
- Meticulously managed office expenditures, preparing detailed expense reports ranging from \$50k to \$100k+.
- Streamlined day-to-day operations for the Design Studio & Corporate Office, including events planning and travel management for a team of 40.
- Cultivated team cohesion and morale through bi-weekly in-office and on-site happy hours and engaging team field trips.
- Orchestrated the firm's annual four-day ski trip to Vermont for 40+ team

Betasights, New York, NY
Digital Project Manager / Social Media Strategist (remote)

02/2016 - 03/2017

- Developed, implemented, and maintained Betasights' brand and client social media strategies, enhancing online presence and engagement.
- Executed targeted paid social media ad campaigns, driving brand awareness and customer acquisition.
- Worked closely with Sales and Product Development teams on new pitches, integrating innovative ideas and strategies.
- Managed content production and schedules for 15 social media accounts, ensuring timely and high-quality output.
- Contributed engaging blog content (i.e., ghostwriting) for Betasights and four small business clients, enhancing their digital footprint.

Thr3fold, New York, NY
Social Media Manager

06/2016 - 01/2017

- Implemented effective organic social media strategies, driving brand visibility and engagement.
- Fostered relationships with ethical fashion brands and thought leaders, enhancing brand exposure and credibility.
- Defined and monitored all social media KPIs, tracking likes, engagement, follower growth, and interactions.
- Partnered with the CEO to brainstorm, present ideas, and strategize innovative marketing techniques.

Gap, Raleigh, NC
Social Media Manager / Assistant Visual Merchandising Manager

12/2013 - 09/2015

- Led bi-weekly production of captivating window and interior displays, enhancing the in-store customer experience.
- Supported the General Manager of Merchandising in supervising and training the merchandising team, ensuring high standards and consistency.
- Created visually appealing photo content for store social media channels, boosting online engagement.
- Facilitated significant growth on Instagram, achieving a 50% increase in follower count and engagement.
- Boosted in-store customer participation, resulting in improved day-over-day KPI numbers.