

CODY BUNCH

CONTENT CREATOR & SOCIAL MEDIA STRATEGIST | PARTNERSHIPS • GROWTH • ENGAGEMENT



606-524-8171



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Atlanta, GA

CORE SKILLS

- Social Media Strategy & Content Calendars
- Short-Form and Long-Form Video Production (TikTok, Youtube, IG)
- Brand Partnerships and Sponsored Campaigns
- Community Growth and Engagement
- Analytics and Performance Optimization
- Video Editing
- Trend Research and Storytelling
- Influencer Marketing

EDUCATION

- Master of Science in Nutrition
 - Keiser University
- Bachelor of Science in Dietetics
 - University of Kentucky

PROFESSIONAL SUMMARY

Creative and results driven content creator with 4+ years of experience growing multi-platform audiences and delivering high-performing brand campaigns. Skilled in social media strategy, video production, influencer marketing, and partnership develop. Proven track record of increasing engagement, driving audience growth, and delivering measurable ROI for brands. During June and July of 2025, brand partnerships included Delta Airlines, Buffalo Wild Wings, and Mercedes Benz.

CONTENT CREATOR

May 2020 - Present

Independent - (Platforms: Tioktok, Youtube, IG)

- Grew & maintained an audience of over 25,000+ followers across all platforms.
- As of 8/10/25, current stats; ; 1-week TikTok views at 95k, 28-day at 305k, and 365-day at 947k (media kit available upon request)
- Developed and excelled at content strategies focused on lifestyle and culture, boosting engagement rates and retention.
- Utilized video editing tools (e.g., CapCut, Canva) to produce visually appealing, high-performing content.
- Collaborated with major brands for sponsored content, product placements, and affiliate marketing campaigns.
- Analyzed performance data to refine content strategy and boost engagement rates, impressions, and follower retention.
- Managed content calendars, trends research, and community engagement across social platforms.
- *Recent partnerships:* Delta Airlines, Buffalo Wild Wings, Mercedes

SALES ADVISOR + SALES MANAGER

Equinox | Miami, FL

September 2021 - May 2024

- Managed a team of 4-5 sales advisors
- Achieved 107% of annual sales goal in 2022; top 8 Advisor out of 23 total Advisors
- Generated \$1.5 million in new memberships and personal training revenue
- Personal Training Advisor of the Year 2023; invited to speak at 2 national meetings for sales excellence and referral business.