

Jonathan Zurbel

Fort Lauderdale, FL

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Summary

Digital strategist and content producer with 10+ years of experience building audiences from thousands to millions across social media platforms including Instagram, YouTube, and emerging digital ecosystems. Experienced in audience growth, short-form video production, content strategy, brand partnerships, and community engagement for global artists, agencies, brands, and creators.

Professional Experience

Freelance Social Media Strategist &
Content Creator | Fort Lauderdale, FL | 2022-Present

- Developed social media strategy, video production, and content campaigns for brands and creators.
- Created social campaigns for brands including Sixt Car Rental.
- Managed YouTube strategy and video production for PGA golf instructor Jess Frank.
- Provided consulting through agency partnerships including Tombras Advertising.

Social Media Specialist
Zimmerman Advertising | Fort Lauderdale, FL | 2017-2022

- Worked directly with agency founder Jordan Zimmerman to build and manage his personal brand.
- Grew Instagram presence from approximately 20,000 followers to over 1 million.
- Produced and edited social content including video, photography and event coverage.
- Developed messaging and publishing strategies across multiple social platforms.

Social Media Director

TMWRK | New York, NY | 2012-2016

- Grew Major Lazer social audience from approximately 15,000 followers to over 1 million.
- Produced and managed social media content during the group's rapid expansion.
- Supported the global campaign for 'Lean On', one of the most viewed music videos on YouTube with billions of views.
- Developed brand partnerships with Rovio (Angry Birds), GQ and FOX ADHD.

Creative Director / Digital Media Assistant

Peter Max Studio | New York, NY | 2007-2012

- Collaborated with legendary pop artist Peter Max on creative projects, digital media initiatives, and visual storytelling concepts.
- Assisted with photography, studio operations, exhibitions, and promotional content production.
- Contributed creative ideas related to music, multimedia, and animation concepts during development discussions for future projects.
- Supported the studio's public-facing creative presence during exhibitions, appearances, and media activity.

Selected Projects & Achievements

Created the viral meme movement #OMW2SYG ("On My Way To Steal Your Girl"), later adopted organically by brands including Trident, Harley-Davidson, Fiat, Taco Bell, and The Simpsons.

Released viral music and digital media projects connected to online culture trends, including a track that reached #18 on the Global iTunes Dance chart.

Contributed music and creative concepts connected to the 2012 IIHF Ice Hockey World Championship "Hockey Bird" campaign in collaboration with Rovio Entertainment and Angry Birds-related media initiatives.

Core Skills

Social Media Strategy • Content Production • Audience Growth • Short-Form Video • Creative Direction • YouTube Strategy • Photography & Videography • Final Cut Pro • Brand Partnerships • Digital Storytelling • Community Engagement • AI Content Tools

Education

Art Institute of Atlanta

Associate of Arts, Music Entertainment Management & Audio Engineering

The Evergreen State College

Studies in Media Arts, Photography, Animation & Digital Art