KENNETH GARCIA

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EQOM Media Co | Madrid, Spain (Remote) Jul 2025 - Present

Content Strategist

- Ideated and wrote my first assigned YouTube script for EQOM in which the video ranked number one among the channel's last 10 uploads in YouTube Studio.
- Developed video ideas and packaging, including titles, thumbnails, and hooks, to improve reach and audience retention.
- Delivered up to 16 long form scripts per month, handled research, outlining, writing, and creative notes for EQOM's business channels and the CEO's personal brand.
- Contributed to weekly content strategy and KPI reviews with the CEO, brainstormed concepts, planned monthly and quarterly content calendars, and aligned topics with target metrics.

Estuniga, Inc. | New York, United States (Remote) Aug 2023 - June 2025

Content Strategist (2024 - 2025)

- Wrote content for four top-performing YouTube channels, including Teachingmensfashion (7M), Estilo de Hombre (3M), MenStyleCommunity (1M), and The Roommates (520K)
- Achieved 150M+ views across YouTube, Instagram and TikTok through long and short form content
- Turned video ideas into 2-3 fully researched 1,800-word scripts each week
- Wrote seamless brand integrations for 20+ sponsors, improving viewer retention and conversion rates
- Utilized tools such as 1of10 and ViewStats to generate data-backed video concept ideas
- Matched each script to the creator's voice and audience without sounding scripted
- Backed every script with thorough research to make sure ideas landed with credibility

Copywriter (2023 - 2024)

- Helped bring in 50,000+ sign-ups through landing pages, About pages, and welcome posts
- Wrote content that helped drive $60K+ and $100K+ in launch revenue for The Institute and The Content Academy
- Scripted ad reads for Teachingmensfashion (7M+) to drive traffic and sales
- Wrote the About page, course course intros, and posts inside each Skool community
- Structured and organized all course materials for the smoothest member experience

Community Manager (2023 - 2024)

- Built engagement strategies that led to a 30% increase in active members
- Managed over 1,000 subscriptions and tracked recurring revenue using a CRM
- Researched course platforms, creators, and pricing models to increase customer lifetime value
- Created content and workflows to boost retention and make navigation easier for members
- Worked closely with the team to maintain the quality and consistency of the overall community experience

LEADERSHIP

- Supervised junior scriptwriters and collaborated with video editors to refine content for maximum audience retention.
- Led research initiatives on audience behavior, monetization strategies, and digital investment trends to optimize content performance and revenue growth.