

JOSHUA H. PODRID

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YOUTUBE GROWTH STRATEGY - PLATFORM STRATEGY - AUDIENCE DEVELOPMENT - PERFORMANCE ANALYTICS

Education

Bachelor of Arts in Television, Radio, & Film | *S.I. Newhouse School of Public Communications, Syracuse University - N.Y.*

Master of Arts in Audio Arts | *Bandier Program, Syracuse University - N.Y.*

Summary of Qualifications

Content strategist with deep experience driving YouTube growth and owning multi-channel performance across premium, educational, and mission-driven brands. Proven success optimizing content through performance analysis, audience development, and platform-native strategy.

Workflow specialist skilled in building scalable systems, improving cross-functional collaboration, and leading training initiatives that support operational efficiency and consistent creative output.

Team leader with strong expertise in analytics, reporting, and strategy development, focused on data-informed decision-making and sustainable content planning across complex digital platforms.

Areas of Expertise

Content Strategy & Optimization: YouTube growth strategy, audience development, performance insights, channel optimization, content ideation and curation, best practice implementation.

Leadership & Collaboration: Cross-functional team leadership, stakeholder management, training and onboarding, mentorship, project management, workflow and process optimization.

Technical Proficiency: YouTube Analytics, Adobe Creative Suite, Google Analytics, Meta Business Suite, YouTube SEO and search optimization, content creation, and video editing tools (Adobe Premiere Pro, Final Cut Pro, DaVinci).

Operations and Management Experience

YouTube Platform Manager

October 2022 – Present

Little Dot Studios – Hybrid/Los Angeles, CA

Own YouTube platform strategy across eight channels, including newly launched and established properties, serving as the primary strategic lead responsible for channel health, audience growth, and performance outcomes. Drive growth across a wide range of creator and brand communities by adapting strategy, packaging, and publishing approaches to distinct audiences while maintaining consistent performance standards. Act as a trusted client-facing partner, translating performance data into clear strategic direction for both early-stage channel development and sustained growth at scale.

- Oversee day-to-day channel performance by diagnosing algorithm behavior, identifying growth opportunities, and adjusting publishing, packaging, and content strategy to drive watch time, discovery, and subscriber growth.
- Produce recurring performance reports and strategic decks that inform client and internal decision-making, surfacing MoM and YoY trends, audience retention insights, Shorts versus long-form dynamics, and metadata performance findings.

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- Partner cross-functionally with creative, production, and editorial teams to plan content calendars, pressure-test formats, iterate on titles and thumbnails, and align releases with platform and algorithm shifts.
- Lead onboarding and ongoing training for team members, establishing standards for YouTube Analytics interpretation, reporting quality, and audience development best practices.
- Manage backend operations including release coordination, troubleshooting, and quality control, ensuring publishing consistency while monitoring platform changes that impact channel performance.

Freelance Social Media Involvement

January 2022 - October 2022

@crosscourt - Remote

Partnered with LA's organized basketball gym to ideate and produce visual content aligned to emerging social trends. Supported photo and video distribution across platforms and applied performance insights to improve customer acquisition.

@aluna - Remote

Supported promotional graphic creation and paid social campaign execution focused on reframing music genre perceptions. Coordinated livestream concerts and fundraising events.

@madhappy - Remote

Oversaw in-house editors and photographers, improving workflow efficiency and supporting scalable brand growth.

YouTube Strategist

November 2021 – January 2022

NBC Universal – Los Angeles, CA

Collaborated with influencers and internal teams across ideation and strategy phases of video production for social platforms. Presented progress updates and performance insights to inform decisions around metrics, metadata, and audience engagement.

- Led the development and early growth of five YouTube channels with a combined global audience of 4M subscribers, aligning platform strategy with financial, operational, and quality objectives.
- Edited, formatted, and prepared video assets for publication, managed upload schedules, updated channel artwork, moderated audience engagement, and executed YouTube SEO across titles, tags, and descriptions.
- Managed Made for Kids channels, applying platform-specific metadata best practices and crafting clear language to support parental decision-making.
- Maintained brand integrity and consistency across legacy entertainment properties, developing a strong understanding of community behavior, tone, and long-established audience expectations.

Trust & Safety Product Manager

May 2019 – August 2021

TikTok – Culver City, CA

Built and scaled Trust & Safety operations during a period of rapid platform growth, enhancing operational workflows and establishing safety-first support solutions through cross-functional collaboration and data-informed decision-making.

- Monitored content ecosystems and developed guidelines for community management teams, conducting market research to improve user experience, platform safety, and content recommendations.
- Partnered with global stakeholders to prevent safety incidents from proliferating while supporting healthy content discovery across the platform.

- Constructed standard operating procedures and workflow documentation across multiple products, enabling contractors and new hires across time zones to quickly integrate and execute consistently.
- Reviewed daily in-app content and leveraged analytics tools to inform growth strategy, identify key performance metrics, and support feature adoption through promoted content on the For You page.

Social Media Digital Content Producer

November 2018 – March 2019

Nexus Media – Los Angeles, CA

Executed multi-platform social media marketing initiatives and provided performance-driven analysis to support content development and account management.

- Applied algorithm-based tools to identify viral opportunities, driving engagement and conversions by targeting key markets and niche audience segments.
- Supported national B2B sales exceeding 5K units through performance-informed content strategy.
- Produced promotional video content for e-commerce brands, contributing to measurable sales growth and averaging ~90K viewers per asset across platforms.
- Edited and formatted creator-made content to optimize distribution across multiple social media platforms.

Content and Production Experience

Account Specialist

2017 – 2018

Snapchat – Santa Monica, CA

Upheld high standards of customer support by resolving account issues and conducting timely investigations to identify root causes. Determined and communicated appropriate solutions to ensure a positive platform experience. Facilitated day-to-day escalations, troubleshoot user issues related to trends and potential bugs, and developed internal training and documentation materials as needed.

Digital Content Manager

2017 – 2018

Fitvity Inc. – Santa Monica, CA

Collaborated with the marketing team to design and execute social media campaigns for a fitness training company with 400+ apps across iOS and Android platforms. Identified and tracked key performance indicators to optimize customer engagement, conversions, and purchases. Coordinated talent schedules to meet strict app launch deadlines. Scouted, scripted, and directed production of app and social media video and audio content, managing up to three camera crews simultaneously and consolidating 600 shots into high-impact clips and GIFs.

Interactive Media Manager

2016 – 2017

Arsenic Media – West Hollywood, CA

Produced video and audio content for digital artist forums showcasing a diverse community of artists, models, musicians, and creators, generating 40M+ impressions. Developed and managed the company's Musical.ly channel through daily influencer content and oversaw an Instagram account reaching 1.2M followers. Launched Arsenic's first Snapchat music channel, introducing the brand to new audiences and becoming the platform's most-viewed channel at the time. Executed a successful SEO audit, eliminating content gaps and consolidating website material into a unified structure.