

D'Andre Hogan

Newark, NJ | 609-510-9824

dandrelogan@icloud.com | [LinkedIn](#) | [Website](#)

EXPERIENCE

The Gold Studios

Audience Development Manager

New York, NY

Oct 2025 - February 2026

- Launched and scaled audience distribution for 7 sports and entertainment shows across YouTube, TikTok, Instagram and X while generating more than 5M views.
- Scaled publishing operations from 157 to 950 monthly posts (+505%) by building repeatable workflows and managing Channel Managers & Social Executives.
- Increased monthly social impressions from 157K to 1.1M (+605%) through platform-specific distribution, content packaging and optimization.
- Grew monthly engagements from 4.1K to 33.3K (+705%) while improving engagement rate from 2.3% to 2.8%.
- Increased net audience growth from 77 to 1,232 followers (+1,500%) by translating analytics into content and publishing strategies.
- Identified emerging platform trends, creator formats and audience behaviors to inform launch strategies as well as creative briefs for talent.
- Delivered performance reporting and strategic recommendations influencing programming, distribution priorities and channel growth initiatives.

Republic Records (Rebel Labs)

Associate Manager, Social Content Creation

New York, NY

Mar 2023 - Mar 2024

- Strategically managed a \$50K quarterly UGC budget supporting major label campaigns.
- Generated 700M+ cross-platform views and increased annual views 15% YoY through content optimization.
- Maintained a detailed editorial calendar to coordinate content production and asset priorities.
- Managed a 40M+ member community while maintaining brand voice.
- Licensed 100+ UGC assets monthly and partnered with U.S. and U.K. teams.
- Delivered campaign performance updates and insights to internal and external stakeholders.
- Liaised between Republic's U.S. marketing teams and Rebel Labs' UK-based creative team.

Warner Music Group (IMGN Media)

Social Editor

New York, NY

Jan 2023 - Mar 2023

- Wrote and edited content for a digital audience of 19M+ across owned social brands and websites.
- Licensed and cleared 50+ UGC assets weekly for editorial and promotional use.
- Managed audience interactions via comments and DMs, driving community engagement and support.
- Developed original social content for priority releases in coordination with label stakeholders.
- Pitched content ideas and formats directly to artist management teams.
- Scheduled and published posts, managing end-to-end brand content workflows.

Warner Music Group (IMGN Media)

Content Coordinator

New York, NY

Aug 2020 - Jan 2023

- Licensed and published 30+ UGC assets weekly for multi-platform content strategy.
- Wrote 10+ weekly articles related to pop culture.
- Led TikTok Live series programming, achieving 20K+ simultaneous viewers for artist performances and interviews.
- Analyzed KPIs in real-time and prepared monthly performance reports.
- Partnered with brand teams to produce high-performing branded content.
- Grew TheSavagePost Instagram account by 100K+ followers, surpassing the 1M mark.

IMGN Media

Content Programmer

New York, NY

Feb 2019 - Aug 2020

- Curated and optimized social content across Instagram, Snapchat, and emerging platforms.
- Managed TheSavagePost Instagram (900K+ followers) with daily content updates.
- Produced daily UGC compilations for 1M+ Snapchat subscribers (Daquan Stories).
- Sourced and scheduled 30+ UGC assets weekly for various brand channels.
- Contributed to monthly analytics reports to assess cross-platform brand performance.

EDUCATION**Bachelor of Science (B.S.)**

Science, Technology and Society

New Jersey Institute of Technology

SKILLS AND TOOLS

Audience Development, Content Strategy, Content Distribution, Social Media Strategy, Community Management, Campaign Management, Content Marketing, Copywriting, Audience Analytics, Performance Reporting, A/B Testing, Social Listening, Digital Marketing, Paid Social

Platforms: YouTube, TikTok, Instagram, Facebook, X (Twitter), Reddit, Discord

Tools: YouTube Studio, Meta Business Suite, TikTok Analytics, Sprout Social, Sprinklr, Airtable, Monday.com, Hootsuite, Figma, Adobe Creative Cloud, Canva, CapCut, Google Workspace, Microsoft 365, Excel, PowerPoint, Slack, Box, Zoom