

Rebekah Usher

Lancaster, Pennsylvania

(714) 851-3592 | hello@rebekahusher.com | [LinkedIn](#) | [Portfolio](#)

SUMMARY

One of Tumblr's first monetized creators, now Founder of Hooked Media with **11+ years** shaping how consumer tech brands show up online. Combines left-brain strategy with right-brain creativity, drawing on **7+ years** in technical roles at Apple and high-growth startups. Led **30+ communities**, owning brand voice, moderation, and creator partnerships while independently growing owned community channels to **260K+**.

WORK EXPERIENCE

Hooked Media

Remote, US

Founder & Head of Community

Apr 2015 - Present

- Conducted market research and audience analysis to find positioning gaps, organically generating **\$1.6M+** in earned media value and **1,665%** revenue growth in **6** months with zero paid spend.
- Built go-to-market content plans for high-growth clients, including one that generated **\$500K+** in partnership revenue with brands like Hot Topic, Killstar, and SHEIN.
- Drove **180K** app installs across Lightricks products through short-form social campaigns reaching **60M+**, spotting cultural moments early and responding with on-brand creative.
- Moderated and grew **30+** communities across Reddit, Discord, and other forums, enforcing guidelines, de-escalating conflict, hosting AMAs, and building custom bots.

Checkr, Inc. | *Engaged through Hooked Media*

Remote, US

ABM Content Marketing Manager (contract)

Mar 2026 - Present

- Built AI-assisted content systems and QA workflows that scaled output across teams while keeping brand voice consistent.
- Delivered editorial across **10+** industry research reports and long-form articles spanning **6** verticals, from outline to final draft.
- Led editorial on a flagship report built on survey data from **500+** HR leaders, turning dense research into readouts stakeholders actually used.

Platform Science

Remote, US

Technical Core Trainer

Jan 2023 - May 2025

- Served as lead trainer for department-wide onboarding, setting the standard for new-hire readiness and owning the calibration process end to end.
- Owned department-wide playbooks, response guidelines, and documentation standards, increasing platform usage by **40%**.

Technical Specialist

Mar 2022 - Jan 2023

- Partnered with enterprise clients to troubleshoot compliance, IoT, and SaaS product challenges, reinforcing product trust and customer satisfaction.
- Tracked recurring issues and escalated product feedback to engineering, reducing repeat incidents by **15-20%**.

Apple, Inc.

Technical Specialist

Cupertino, CA

Apr 2020 - Mar 2022

- Owned high-complexity diagnostic cases across Apple's mobile ecosystem, serving as a trusted escalation point for issues requiring deep investigation and sound judgment.
- Shifted customer interactions from one-time fixes to long-term enablement, teaching clear workflows that helped individuals and small businesses succeed beyond the appointment.

Specialist

Aug 2018 - Apr 2020

- Managed **50+** customer interactions per shift in a high-volume flagship environment as the go-to de-escalation partner, maintaining a **99%** average CSAT.
- Bridged customer needs with store operations across sales zones, visual merchandising, and intake, supporting high-value transactions and Apple's experiential standards.

EDUCATION

Huntington Beach High School | *High School Diploma*

Sep 2012 - Jun 2016

- *Academy for the Performing Arts (APA), Digital Media & Photography*

CERTIFICATIONS

- **Google Certified:** Analytics, Video Ads, and Search Ads (2025)

SELECTED WORK

- "**Catch It Before It Peaks**," a song written and produced in Suno for this application.