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FOUNDER | CONTENT CREATOR | MARKETER | ORGANIC GROWTH STRATEGIST

Professional Summary

Founder and content creator with 7 years of experience building high-performing personal brands and scaling organic growth for DTC, CPG, consumer apps, tech, and software brands. Generated 4B+ views, helped drive millions in organic revenue, trained 1,000+ creators, and built 100+ creator streams. Known for turning content into distribution, audience into revenue, and creator-led storytelling into measurable business growth.

Core Skills

CapCut, TikTok, Instagram, organic growth strategy, short-form video, creator marketing, content strategy, personal branding, social media growth, UGC systems, campaign scaling, creator training, audience building, launch strategy, DTC, CPG, consumer apps, tech, software, revenue-driven content.

Experience

Founder / Creator / Growth Operator Personal Brand + Client Work | 2019–Present

- Built a personal brand to 100K+ followers through consistent organic content and audience-led storytelling.
- Generated 4B+ views across personal and brand content.
- Scaled brands to millions in revenue through organic content and creator-led distribution.
- Trained 1,000+ creators and built 100+ creator streams.
- Worked across DTC, CPG, consumer products, apps, tech, and software.

Founding Creator Tabs Chocolate | 2022–2023

- Helped generate 30M views and 200K+ in revenue from one page.
- Built creator-led content that translated attention into sales.
- Supported organic growth through short-form content and distribution strategy.

Founder My App | 2026

- Grew my own app from 50K users to 100K in revenue under 6 months with a team of 3 creators.
- Drove user growth and monetization through organic content and creator-led distribution.
- Owned content strategy, launch execution, and growth optimization.

Selected Work

Tabs Chocolate | Founding Creator | 2022–2023

- 30M views from one page.
- 200K+ in revenue driven through content.

My App | Founder | 2026

- Grew the app from 50K users to 100K in revenue under 6 months.
- Scaled using organic content and 3 creators.

Personal Brand | Founder / Creator | 2019–Present

- Built a personal brand to 100K+ followers.
- Generated 4B+ views across content.

Education

Ohio University — Attended for one semester Reynoldsburg High School — High School Diploma