Gabriel Illek.

SOCIAL MEDIA MANAGER / PAID MEDIA / AI CONTENT PRODUCTION

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40%+	1.8→4.6%	60%	2M+
Instagram follower growth, year over year	Average engagement rate, before and after	Less time producing ad creative with AI	Organic impressions per quarter from creator campaigns

I've spent five years running social for DTC brands that need to sell something by the end of the month. I plan calendars around what actually converts, move the winners into paid on Meta and TikTok, and use AI production tools so creative ships faster than any shoot schedule would allow. I also work in **four languages**, which takes a lot of the pain out of multi-market European campaigns.

EXPERIENCE

Social Media Manager · Plateful
2025 – Present

DTC titanium cookware · 100,000+ customers

- Run every social channel for the brand end to end: strategy, calendar, publishing and community.
- Keep short-form video and UGC going out on a steady rhythm, with AI-assisted production carrying the volume so output stays high without a bigger creative budget.

Social & Paid Media Consultant · Freelance
2021 – 2025

15+ DTC, SaaS and sweepstakes clients, often several brands at once

- Built full-funnel social plus Meta and Google Ads programs covering account structure, audiences, creative testing and budgets.
- Built AI virtual influencers with HeyGen, Synthesia and custom pipelines, cutting influencer spend by **up to 70%** on some accounts.
- Set up automated content pipelines that generated and A/B tested **hundreds of ad variations** every month.

Obvi *7-figure DTC supplements · Lead social media manager*

- Owned strategy across Instagram, TikTok and YouTube. Grew the Instagram following **40%+ year over year** on a UGC-led content calendar.
- Brought in AI-generated UGC ads and cut creative production time by **60%** while CTR held on target.
- Ran an influencer and affiliate program of **50+ micro-creators**, and pushed the best organic posts into Meta and TikTok paid.

Sundays for Dogs *DTC pet wellness · Social media strategist*

- Lifted average engagement from **1.8% to 4.6%** by tightening content pillars, fixing posting cadence and rebuilding the hashtag strategy.
- Made Reels and TikToks with AI voiceover and generated B-roll for a community-first brand. Several went viral, more than once.

Off Limits *DTC cereal & lifestyle · Content strategist & social manager*

- Launched creator campaigns pulling **2M+ organic impressions per quarter**.
- Scripted, directed and edited the brand's high-energy short-form video, using AI editing and generative imagery.

SKILLS & TOOLS

PAID MEDIA	Meta Ads · TikTok Ads · Google Ads (Search, Display, YouTube) · ROAS optimisation · Retargeting · Creative A/B testing
ORGANIC SOCIAL	Instagram · TikTok · YouTube · UGC strategy · Content calendars · Community management · Influencer management
AI CONTENT	Midjourney · Runway · Sora · Kling · HeyGen · Synthesia · ElevenLabs · ChatGPT · Claude · Prompt engineering
ANALYTICS	Meta Business Suite · Google Analytics · TikTok Analytics · Sprout Social · Later · Notion

EDUCATION

Lancaster University
MSc Digital and Social Media Marketing
Oct 2018 – Sep 2020

LANGUAGES

Slovak · native ●●●●●
Hungarian · fluent ●●●●○
English · fluent ●●●●○
Czech · fluent ●●●●○