

GAEL MEZA

Social Media Manager | Creative Content Manager | Content Specialist

Austin, TX | (719) 725-3133 | mezagaelalejandro@gmail.com | linkedin.com/in/gael-meza | gaelmeza.com

Portfolio, case studies, and results: gaelmeza.com

SUMMARY

Social media and creative content manager with 2+ years leading brand social for Soccer Post, a 70+ location soccer retailer. One-person team owning strategy, content production, community management, scheduling, analytics, and creator partnerships across Instagram, TikTok, and YouTube. Concepts, shoots, edits, designs, and writes the content, then uses the data to decide what comes next. Created the most-viewed post in company history (6.9M views) for the cost of one pair of boots. Full case studies and visual work at gaelmeza.com.

EXPERIENCE

Soccer Post (formerly The Soccer Corner) | Austin, TX | Oct 2022 to Present

Promoted from sales associate to interim national social media director.

Interim Social Media Director, National | May 2026 to Present

- Help lead a nationwide team of local social creators, each running their own market's accounts, providing content direction, strategy, and clear do's and don'ts across markets.
- Support major internal and external social media projects, including brand partner campaigns and company-wide initiatives.
- Plan content around large events and tentpole moments so national and local accounts launch coordinated, on-brand coverage.
- Serve as the go-to resource for social media across the company, from planning to execution.

National Content Creator & Social Strategist | Feb 2026 to Present

- Run four accounts as a one-person team (national Instagram, TikTok, and YouTube, plus Austin Instagram), covering work previously handled by two people.
- Sourced and ran a creator collab with TonyMakesVlogs: 6.9M views, 579K likes, 53.4K shares, and 19.6K saves. Most-viewed post in company history, for the cost of one pair of boots.
- Revived a YouTube channel dormant for about a decade: 130K+ views and ~300 new subscribers in 30 days. September 2026 was its best month in the channel's 15-year history.
- Led the World Cup 2026 content program across national and Austin accounts: ~800K views, ~266K accounts reached, ~40K interactions, and ~994 net new followers in six weeks.
- Produced, shot, and edited the Charly Heritage Collection, a four-way brand collaboration with Charly USA, Charly Fútbol, Soccer Post, and Soccer Post ATX.
- Pitched and built the Soccer Post blog with SEO structure, and recommended a further blog reporting structure to the tech team. Top post reached 1,300 pageviews in 180 days.
- Introduced Metricool and built the systems that let one person run four accounts: caption templates, account voice guides, multi-market asset distribution, and brand compliance rules across Nike, adidas, and Puma.

Social Media Manager & Producer, Austin | May 2025 to Present

- Grew the Austin account to 5M+ views in year one, with +19.4% follower growth during the World Cup window.
- Lead community management for the Austin account, building a local following that regularly drives in-store sales and foot traffic.
- Planned and covered events and activations with brand partners, including adidas Noche de Barrio, a Club América x adidas ticket giveaway, and a recurring Meanwhile Brewing popup series whose weekly recaps drove repeat and referral foot traffic.
- Created the Panini sticker trading activation, one of the largest World Cup trading events in Austin.

Earlier Roles | Oct 2022 to May 2025

Social Media Team Member; Sales Team Lead & Primary Digital Creative; Sales Team Lead; Sales Associate

Gael Meza Media | Founder | Feb 2025 to Present

- Freelance photo and video production for brands, clubs, and events.

SKILLS

Social & Strategy: Social media strategy, content calendars, community management, analytics and reporting, influencer and creator partnerships, brand partnerships, campaign planning, brand voice and compliance

Platforms: Instagram, TikTok, YouTube

Analytics: Metricool, Meta Business Suite and Insights, YouTube Studio, Shopify Analytics

Creative Tools: Photoshop, Lightroom, DaVinci Resolve, Illustrator, Canva, CapCut

Craft: Short-form video production and editing, color grading, creative direction, shot lists and production planning, product and apparel photography, lifestyle, event, and sports photography, studio and on-location lighting, drone video, gimbal operation, carousel and template design, copywriting, SEO blog writing, custom Lightroom presets

EDUCATION

Austin Community College | Associate of Science in Marketing | December 2025