

GEORGE LOCK

📞 610-613-5558
✉ @ glock112802@gmail.com
🏠 Springfield, PA

Experience:

Independent Social Media Strategist (2016-Present)

Develop, execute, and track ad campaigns for myself and clients in an effort to grow an engaged audience. Enhance various brands online presence by managing platforms, posting consistently and keeping up with the latest trends.

Signed Creator (2020-2022)

Fallen Media

Created and posted content to the company's social media accounts. Assisted the advertising department in procuring clients.

Springfield Swim Club

Lifeguard (2018-2021)

Monitored guests while swimming. Maintained the pool and its facilities.

Accounts Managed:

Platform	Account Name	Years Ran	Follower Count	Involvement	Status
Instagram	@zuccccccccccc	2021-2025	1,000,000+	MANAGED	SOLD
Instagram	@spoobydoo	2020-2023	330,000+	OWNED	DEACTIVED
Instagram	@sourclubs	2020-2022	210,000+	OWNED	SOLD
Instagram	@dankglonk	2017-2023	125,000+	OWNED	SOLD
Instagram	@shaggby	2020-2023	95,000+	OWNED	DEACTIVED
Instagram	@splazie	2020-2022	190,000+	OWNED	SOLD
Instagram	@cloutgodalex	2020-2021	500,000+	MANAGED	INACTIVE
Instagram	@dirtyypodss	2020-2022	140,000+	OWNED	DEACTIVED
Instagram	@pokespoob	2024-2025	10,000+	OWNED	DEACTIVED
TikTok	@spoobydooo	2023-2024	22,500+	OWNED	INACTIVE

Skills:

- Adobe Programs
- Negotiation
- Community Management
- Ad Campaign Management
- ChatGPT/AI
- Video Editing
- Analytics
- Microsoft Office
- Mintel
- Content Creation
- Social Media
- Visual Design

Education:

Temple University

BA in Advertising (Grad. 2025)
Media Planning and Brand Strategy
GPA: 3.8

Relevant Coursework:

- Qualitative Advertising Research
- Advanced Media Planning
- Digital Media and Advertising
- Digital Analytics and Reporting
- Advanced Brand Strategy
- Advertising Sales

Relevant Awards:

- Temple University
Spring 2025
Best Media Plan