Eric Petralia

San Francisco, California • petraliae@gmail.com • 775-750-8984 • linkedin.com/in/eric-petralia • www.ericpetralia.com

EXPERIENCE

Social Media Strategist

Lumafield - Manufacturing AI **June 2024 - Present, San Francisco**

- Own and lead social media strategy, content calendar, community management/engagement, and execution end-to-end, publishing an average of 20 posts/month; grew channels 78% in 2024 and 96% in 2025, scaling total following from 38K to 181K (376% growth) over two years.
- Drove 28 viral posts (250K+ impressions) including 6 mega-viral hits (1M+ impressions), generating 36M+ total impressions across owned channels over two years.
- Ran quarterly and annual social retros using a custom analytics platform to diagnose content performance and community sentiment with insights directly shaping strategy quarter-over-quarter and led to authoring Lumafield's internal social media playbook.
- Ghostwrote X/Twitter threads for the Head of Marketing, generating 17M+ impressions, 157K engagements, and 5,800+ net new followers, including a single quarter that hit 10.4M impressions off viral thread performance.
- Manage new and existing marketing partnerships along with training for content creators and media such as Mark Rober, Hacksmith, Adam Savage, Jeff Geerling, Becky Stern, iFixit, Wirecutter, and LTT. Generated over 25M impressions.
- Built and shipped internal custom tools with AI: Voyager Motion (CT-scan animation suite), LumaClip (clip editor), SocialMetrics (Social metrics tool with custom dashboard, paid breakdowns, and MCP connected).
- Achievements: Created animations and stills for Nike Kobe 10 Protro campaign. Owned Scan of the Month, a viral scrollytelling blog via Reddit and Hacker News. Authored branded content that sales directly credited with closing a major deal (Haribo power bank).

Production Coordinator

Chime - The #1 Most Loved Banking App **June 2023 - March 2024, San Francisco, CA**

- Delivered 25+ static and video assets monthly for paid marketing and lifecycle email campaigns, managing external agency relationships to hit brand guidelines and deadlines consistently.
- Orchestrate paid ad tests for partner agencies across 20+ assets a month in order to grow creative velocity by 20%.
- Led creative resourcing and project management for the marketing creative team of 25, engaging in negotiations with project owners, devising workback production schedules, and crafting detailed project plans for 35+ projects a month.
- Revitalized the digital asset management library of 4,000+ assets, bolstering efficiencies in searchability with tags and collections, and revamping toolkit templates to ensure clarity for new brand guidelines.
- Manage media trafficking with Tatari and Extreme Reach, ensuring accuracy when uploading videos to streaming and TV services, and updating usage rights.
- Achievements: Produced Chime in for Changemakers and Two Cents. Revitalized and created efficiencies in the marketing intake and digital asset management processes leading to a 20% increase in content output velocity.

Social Media Community Manager

Chime - The #1 Most Loved Banking App **February 2020 - May 2023, San Francisco, CA**

- Owned the YouTube channel, developing an organic strategy while kicking off initial content production with creators, increasing views by 45% YoY.
- Owned the cultural editorial calendar and collaborated with the diversity team to develop diverse, meaningful, and impactful social content throughout the year, increasing engagement by 20% YoY.
- Created original content across social channels including TikTok, from concept to publishing.
- Tracked and monitored social analytics, sentiment, and trends with custom Sprinklr dashboards for content performance, updating team members and stakeholders during weekly and quarterly recaps to strategize for future content.

- Achievements: Launched the TikTok channel in 2021 with tailored content and produced two of the highest performing posts to date. Strategized for multiple campaigns including #WhyIChime, Ball On a Budget, Pride, APISA and Women's History Month, and Tax Talk. Defined and executed the social engagement strategy with the defined brand voice - trained team members on best practices. Owned the subreddit of 15k members and Facebook group of 20k members; engaging with members, developing content calendars, and building editorial calendars for both.

Social Media Program Coordinator

Molekule Inc - Reinventing Air Purification **June 2018 - January 2020, San Francisco, CA**

- Owned Molekules social media channels and responded to inbound messages leveraging the brand voice.
- Primary liaison between customer support and marketing, informed CS team on all promotions and communications.
- Managed social content asset and copy creation and publication.
- Participated in brainstorms and planned social media campaigns to create engaging social content, growing followers 52% YoY.
- Updated leadership team on social media, sentiment, challenges, campaigns, and trends; drove up positive customer sentiment 27% YoY.
- Boosted social engagement 4% through previous campaign analysis.
- Achievements: Launched Molekule Mini, partnered with influencers and celebrities to promote air quality awareness including Maisie Williams and Christy Carlson Romano.

EDUCATION

Bachelor of Arts in Art (photography)

Minor in Psychology • University of Nevada, Reno • Reno, NV • 2017

SKILLS

Excellent written and verbal communication skills including copywriting for social content

Social media and community management

Project management

Social Video Production -TikTok and Instagram Reels

Vibe coding custom apps with Claude Code and Cursor

Sprinklr, Sprout Social

Adobe Creative Suite (Premiere Pro, After Effects, Illustrator, Photoshop)

Zendesk, Jira, Confluence, Asana