

DANIEL PROPER-YATES

SOCIAL MEDIA STRATEGY | CONTENT CREATION | SHORT-FORM VIDEO

Seattle Area, WA | danielalanproperryates@gmail.com | 425-375-4400

PROFESSIONAL PROFILE

Social media strategist and hands-on content creator with experience building audiences for a platinum recording artist and local businesses. Contributed to 100M+ organic views across TikTok, Instagram, and YouTube and helped grow a Twitch channel from launch to 30,000+ followers in approximately one month. Combine creative concepts, filming, editing, and performance analysis to turn brand stories into engaging social content.

PROFESSIONAL EXPERIENCE

Social Media & Digital Strategy Lead

Jan 2023 - May 2025

Lil Mosey | Independent Contractor | Los Angeles, CA / Remote

- Led social media strategy and short-form content campaigns for RIAA-certified platinum artist Lil Mosey, contributing to more than 100 million organic views across TikTok, Instagram, and YouTube.
- Managed three TikTok accounts, including the artist's main account with approximately 4 million followers; developed distinct content approaches for main, fan, and archive channels.
- Created hooks, captions, video concepts, and content calendars for music releases, including "Call My Phone" and "Selfish"; adapted ideas to each platform and audience.
- Filmed artist content and repurposed livestream footage into short-form edits; used audience feedback and performance analytics to refine creative direction and publishing plans.
- Helped grow Twitch from 0 to 30,000+ followers in approximately one month through livestream promotion, clipping, and fan engagement.
- Collaborated directly with the artist and management team on creative approvals, release rollouts, creator seeding, and community engagement across social platforms and Discord.

Founder & Social Media Strategist

Nov 2025 - Present

DPY Workshop LLC | Washington / Remote

- Develop social media strategies and produce short-form content for businesses, managing concept development, scripting, filming, editing, captions, publishing, and reporting.
- Create recurring video series for Wine by the Bay that make wine education approachable through staff-led conversations, product comparisons, and interactive audience prompts.
- Film using iPhone and DJI microphones and edit in CapCut, shaping footage with strong opening hooks, clear pacing, on-screen text, captions, and balanced audio.
- Build content calendars around client priorities, products, and events; review reach and engagement to guide future concepts, formats, and messaging.
- Manage client relationships, creative direction, proposals, scopes of work, and monthly deliverables from initial planning through final content delivery.

CORE SKILLS

Strategy: Social Media Strategy, Content Calendars, Campaign Planning, Audience Development, Performance Analysis, Community Management

Creative: Short-Form Video, Scripting, Mobile Filming, Video Editing, Copywriting, Brand Storytelling, Creative Direction, Creator & UGC Coordination

Platforms & Tools: TikTok, Instagram Reels, YouTube Shorts, Twitch, Discord, CapCut, iPhone Video Production, DJI Microphones

EDUCATION

Penn Foster High School | High School Diploma