

Jared Everitt

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SUMMARY

Developer and content strategist with five years growing a digital media brand to over 1B views. Took a new channel from 0 to 1M subscribers in five months and cleared 100M+ monthly views. Led ideation, social video production, and brand campaign execution across YouTube, TikTok, and Instagram. CS degree from UW-Madison, used to build internal production and analytics tools.

EXPERIENCE

Socksfor1 Network

April 2021 – July 2026

Content Strategy & Social Video Lead

- Grew a new channel from 0 to 1M subscribers in its first five months and cleared 100M+ monthly views multiple times through data-informed content strategy.
- Owned social video across YouTube, TikTok, and Instagram, from concept and scripting to editing and publishing, including SocksIRL, whose shorts earned nearly 1B views.
- Executed brand campaigns with major studios and partners, delivering sponsored content built to match organic performance.
- Led editors and production contributors across filming and post-production, coordinating teams of dozens on large-scale creative productions.
- Designed and shipped an internal analytics platform: ingestion pipeline for channel performance data, relational SQLite schema, outlier detection to flag breakout videos, and an LLM analysis layer; used to set content strategy.

SELECTED WORK

- **“Would you go to the deepest hotel for a mystery prize?”** Scripted and edited short with 21M+ views.
- **“Worlds Most Isolated Hotels.”** Longform feature with 10M+ views; helped plan its structure and reviewed the video.
- **Universal Pictures campaign.** Concepted and produced a cast feature that became the most viewed reaction piece for the film's release, now past 37M views.
- **Film promotion (Warner Brothers, Legendary, HBO Max).** Produced three sponsored videos with agency Night Media; my footage also ran in a video on the brand's official channel.

BRAND PARTNERSHIPS

Sponsored and brand-partner content with Universal Pictures, Warner Brothers, Paramount Pictures, HBO Max, Nickelodeon, Legendary Entertainment, Blumhouse, NASCAR, Minecraft (Mojang Studios), Opera GX, and Night Media.

TECHNICAL PROJECTS

- **Editing-automation plugins.** Automate repetitive cutting and editing in a high-volume shortform pipeline.
- **Content-performance analytics platform (React + SQLite).** Surfaces outlier videos from channel data, benchmarks retention and swipe-through across formats, and applies LLM analysis to identify repeatable content patterns.

SKILLS

- **Technical:** Python, Java, C, C++, JavaScript, SQL, React, React Native, Three.js/WebGL, HTML/CSS, machine learning, AI, natural language processing, relational database design, multithreading and concurrency, graphics pipelines, rapid prototyping, workflow automation
- **Production:** Premiere Pro, After Effects, Photoshop, Frame.io, short-form and on-set production
- **Content & Strategy:** content strategy, social video growth, ideation and packaging, audience analytics (retention, swipe-through, CTR), cross-platform publishing (YouTube, TikTok, Instagram)

EDUCATION

University of Wisconsin-Madison

2019 – 2022

Bachelor of Science in Computer Science, Dean's List

Relevant coursework: Artificial Intelligence, Databases, Algorithms, Operating Systems, Computer Graphics, Building User Interfaces