

Jeremy Erdheim

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EXPERIENCE

Silversea (Royal Caribbean Group)

June 2025 — Present

Manager, Social Media

- Own all creative content output for Silversea's Instagram, Facebook, and Threads channels, managing a team of 5 (3 video/photo editors, 1 copywriter, 1 producer), 150+ projects per month, and a multi-stage stakeholder approval workflow — from brief through publish — ensuring consistent, high quality, on-time, on-brand publishing across all channels
- Direct bi-monthly global content shoots aboard Silversea ships and international port destinations, personally overseeing creative direction, visual storytelling, and brand alignment for one of the world's premier luxury cruise lines
- Redesigned Silversea's annual social content strategy by introducing new brand pillars, organic-style shooting and editing approaches, and talent-forward formats — including staff interviews and voiceover-driven storytelling — modernizing the brand's social presence and deepening audience connection across channels
- Grew Silversea's combined social following by 37.5% (+160K followers) in under 9 months, doubling the engagement rate to drive 833K+ total engagements and 51M+ video views

Airbnb

April 2024 — May 2025

Global Social Media Associate, Consumer & Entertainment

- Contributed to cross-platform social strategy across TikTok and Instagram for @airbnb (6M+ followers), including creative concepting and agency direction, while personally filming, editing, and publishing TikTok-native content
- Developed data-driven social media campaign strategies, collaborating with partner agencies to boost views by 200% and increase content output by 300% by enhancing creative concepting and aligning content with audience preferences
- Maintained Airbnb's TikTok and Instagram content calendars, coordinating with cross-functional teams to execute timely, consistent, and on-brand content while identifying opportunities to integrate trending moments and audience preferences, driving significant platform growth
- Crafted platform-specific social strategies by leveraging cultural trends, viral moments, and platform insights, resulting in over 1B+ social impressions and increased brand affinity

Nick DiGiovanni (@nick.digiovanni)

September 2022 — April 2024

Lead Social Media Producer

- Directed all end-to-end creative and production for Nick DiGiovanni's social ecosystem (30M+ followers), specializing in TikTok-native content creation, which generated over 2B+ total views and scaled a long-form YouTube channel to 500K subscribers.
- Developed and executed a distinct, trend-driven content strategy and brand persona to drive engagement, including successful promotion of a New York Times bestselling cookbook and leading high-impact brand campaigns for Amazon, Google, and Hilton, requiring collaboration with external agencies and influencers.

EDUCATION

University of Miami

Coral Gables, FL

Bachelor of Science in Media & Communications

SKILLS

Spanish (fluent) | Content Strategy & Production | TikTok Creation & Editing | Team Leadership & Mentorship | Creator & Influencer Partnerships | Sprinklr | CreatorIQ | Project Management (Wrike Enterprise Pinnacle) | Adobe Creative Suite (Premiere, After Effects, Photoshop) | CapCut | Canva | AI Workflow Automation (Claude, Gemini) | Microsoft Office Suite | Google Suite