

JORDAN SOKOL

www.sokolstrategy.com · 720-883-5921 · jordan@sokolstrategy.com
YouTube Strategist · Manager, Creative Optimization · Condé Nast

BRANDS **VOGUE** **WIRED** **GQ** **VANITY FAIR** (and more)

22.6B+	4.5K	163M	6K+	91x
Total Views	Videos Over 1M Views	Biggest Single Video	Videos Packaged	Subscriber Growth

SUMMARY

Jordan is a YouTube strategist for billion dollar brands and A-list talent. He has worked with Condé Nast for a decade with brands like Vogue, Wired, GQ, Vanity Fair and many more, generating 22.6 billion career views, partnering with brands to help increase subscriber growth by 91x (ex: Vogue 165K → 15M), and lifting average watch time by 10x. Jordan's number one video is Billie Eilish's Glamour Magazine debut which garnered over 163M views. If you are looking for top notch, dedicated and elite YouTube strategy for your brand, Jordan is the person to speak to.

EXPERIENCE

CONDÉ NAST

Manager, Creative Optimization 2023 – Current

- Leads cross-functional YouTube strategy across all Condé Nast brands, aligning Partnerships, Engineering, Programming, Post-Production, and Creative Development teams to optimize content performance, contributing to 22.6B career views
- Partners with Creative Development teams to ideate and develop pilot concepts that evolve into flagship series, including Architectural Digest's Small Spaces, Epicurious' Taste Panel, and Bon Appétit's Made to Order
- Oversees YouTube packaging strategy (thumbnails and titles), increasing average CTR by 3 percentage points by using YouTube's A/B testing tool
- Drives creative direction for thumbnail photo shoots for A-List talent across 300+ videos annually
- Architects AI agents in Claude Code that analyze video content, identify package-worthy moments, and populate a searchable asset library across Condé Nast's 10,000-video catalog, increasing asset delivery while reducing design time by half

Senior Associate, Creative Optimization 2020 – 2023

- Pioneered 200+ thumbnail formats for flagship series, including GQ's Iconic Characters, Wired's Autocomplete Interview, and Vogue's 73 Questions, thus defining each brand's visual identity on YouTube
- Engineered easy-to-use cloud-based media management systems for delivery assets

Associate, Operations 2018 – 2020

- Launched 23 Facebook Show Pages & coordinated their programming calendars (200+ videos annually)
- Managed YouTube channels for Vanity Fair and Pitchfork Magazine

Freelance Video Editor, Post-Production 2017 – 2018

- Edited social first content for Instagram, Facebook and TikTok (300+ videos annually)
- Repurposed long-form content for vertical campaigns (1K per year)

SOFTWARE

Adobe Creative Cloud
YouTube Studio · Airtable · Zapier
Copilot · Frame.io · Slack · TubeBuddy
VidIQ · AWS · Google Suite

AI SKILLS

Claude Code (Video Processing)
Nano Banana (Thumbnail Creation)
Adobe Firefly (Creative Optimization)
Topaz (Photo Retouching)
Runway (Generative Video)

EDUCATION

Drew University
Bachelor of Arts, Theater Arts
2011–2015