

# JORDAN SOKOL

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YouTube Strategist · Manager, Creative Optimization · Condé Nast

BRANDS

VOGUE

WIRED

GQ

VANITY FAIR

(and more)

**22.6B+**

Total Views

**4.5K**

Videos Over 1M Views

**163M**

Biggest Single Video

**6K+**

Videos Packaged

**3x**

Promotions

## SUMMARY

I am a YouTube strategist for billion dollar brands and A-list talent. I have worked with Condé Nast for a decade with brands like Vogue, Wired, GQ, Vanity Fair and many more, generating over 22.6 billion career views for my clients. My 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, I am the person to speak to.

## EXPERIENCE

### CONDÉ NAST

Manager, Creative Optimization

April 2017 – Present

- Manage YouTube and social content strategy for all of the brands in Condé Nast's portfolio (since 2018)
- Created packaging strategies (title, thumbnail, etc) for 6K+ videos, 4.5K over 1M views
- Direct on-set promotional photo shoots (300+ videos)
- Provide video progress analytics to VP and SVPs of Programming for US and Global Markets
- Architect AI-powered content operations workflows (Claude, Gemini, ChatGPT) enabling rapid delivery of thousands of assets to external stakeholders (5x faster)

**Promoted 2018, 2020, 2022**

### EDUCATION

Drew University  
Bachelor of Arts, Theater Arts  
2011–2015

### SOFTWARE

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

### AI SKILLS

Claude Code  
Nano Banana  
ChatGPT  
Topaz  
Runway

## PERSONAL NOTE

I want to help you grow your YouTube channel. With over a decade of experience, I come with a unique perspective on retention, packaging strategies, and editing techniques that give me a full understanding of how to establish a dedicated subscriber base that will put your channel on the path towards growth.