

Michael Colombero

Senior Social Media Manager

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Career Summary

Senior social and community manager with 7+ years engaging audiences for large consumer and tech brands including Meta, Google Chrome, GE, and LTX (open-source generative video AI). Day-to-day operator across YouTube, TikTok, X, and Instagram/Threads, with hands-on Sprinklr and Brandwatch experience driving real-time community engagement, DM and comment response within hours, and rapid response to cultural moments.

Professional Experience

LTX.io — Social Media Manager

New York, NY | Jan 2025 – Present

- Lead social strategy across three brand touchpoints (developer, creator, enterprise), each with its own voice framework, building community in the open-source generative AI space across YouTube, TikTok, X, Instagram, and LinkedIn
- Grew net followers by 10K+ and held 4%+ MoM engagement by translating an open-source video model into content for developer and creator audiences
- Manage multi-million dollar influencer budget end-to-end and present performance and GTM recommendations to C-suite
- Daily operator of multimodal generative AI (Claude, ChatGPT, LTX, Nano Banana Pro, GPT Image) to scale content across text, image, and video

Wasserman — Senior Social Media Manager

Brooklyn, NY | Nov 2021 – Present

Clients: Meta, Ray-Ban Meta, Oakley Meta, Meta Quest, Meta AI, Google Chrome, GE

Meta, Ray-Ban Meta, Oakley Meta, Meta Quest, Meta AI

2025 – Present

- Moderate and respond to community comments and DMs across Instagram, X, TikTok, and YouTube within 2 hours of post for primary engagement and up to 48 hours for follow-on conversation
- Led community engagement team, helping drive 200%+ outbound engagement growth in Q1 2025
- Amplify community through pinned comments, polls, interactive Stories, and reshares/stitches to extend UGC and earned conversation
- Monitor social sentiment via Sprinklr and Brandwatch, tag and track community conversation in Sprinklr, and flag risks and viral moments for rapid response
- Source and integrate user-generated content to build authenticity and community trust

Google Chrome

2024 – 2025

- Drove community engagement for Chrome's TikTok launch responding to comments on launch post and sustaining engagement on follow-up content contributing to 10K followers in 18 days
- Responded to community comments and DMs across Chrome's social channels, representing brand voice in 1:1 engagement
- Managed Chrome's global content calendar across product launches, company updates, and brand moments; secured approvals during high-stakes race weekends (McLaren F1)

- Wrote Chrome's 2nd top-performing X post of 2024, boosting engagement 33% MoM
- Partnered with product marketing and creative teams to translate complex technical features into accessible content

General Electric

2021 – 2024

- Built a crisis communications playbook for the corporate split, including FAQs and social response frameworks across GE Healthcare, Aerospace, Vernova
- Led GE's NYSE listing day campaign, garnering 3.3M total impressions (2.7M on LinkedIn)

NAU INT. INC. — Social Media Specialist

Portland, OR | 2019 – 2021

- Executed direct-to-consumer social strategy and managed influencer partnerships across the full campaign lifecycle
- Translated social and audience analytics into content optimizations

Education

Portland State University — B.S., Arts and Letters: Film & Cinema Studies