

IVAN GUTIERREZ

CONTENT STRATEGY | SOCIAL MEDIA | AUDIENCE GROWTH | CREATOR ECONOMY

New York, NY | (828) 429-6558 | ivan@ivangtv.com

PROFESSIONAL SUMMARY

Content strategist, entrepreneur, and digital creator who built an independent media brand from zero to 1.36M+ followers and an estimated 30M-50M monthly views. Experienced in integrated social content planning, short-form production, channel-specific publishing, community management, brand partnerships, and performance-based iteration across TikTok, Instagram, YouTube, and Facebook.

SELECTED IMPACT

1.36M+ followers | 30M-50M monthly views | 50M+ views on a single video | 7,000-member community acquired

PROFESSIONAL EXPERIENCE

IvanGTV

Jan 2023 - Present

Founder, Content Strategist and Digital Creator

New York, NY

- Grew an audience from zero to 1.36M+ followers across TikTok (1.2M), Instagram (75K), YouTube (69K), and Facebook (22K) through a focused content strategy, reaching 1M TikTok followers within 18 months.
- Generate an estimated 30M-50M monthly views by producing thousands of news, political, sports, and culture videos, including a single video exceeding 50M views.
- Own the full content lifecycle through content research, scriptwriting, on-camera presentation, video editing, publishing, and performance-based iteration across multiple accounts.
- Executed paid partnerships with Kalshi, TickPick, and Temu; earned national exposure through credited use by NBC's TODAY and licensed use in a Netflix documentary.

TikTok Money Machine

Jan 2024 - Nov 2024

Co-Founder and Post-Acquisition Advisor

Remote

- Co-built and managed a TikTok Shop education and creator community from zero to approximately 7,000 members, connecting creators with brands including Pop Darts, SMACKIN' Sunflower Seeds, and Frost Buddy.
- Helped negotiate the November 2024 sale of the community's assets to publicly traded Asset Entities and remained involved post-acquisition as a paid advisor and shareholder.

Creator Commerce

Jun 2025 - Nov 2025

Head of Community

Remote

- Recruited, onboarded, and trained creators for TikTok Shop programs; led member calls and delivered practical guidance on content, platform growth, affiliate sales, and campaign execution.

Legends at the Dallas Cowboys

Jun 2022 - Oct 2023

Tier 2 Technical Support Specialist

Frisco, TX

- Provided escalated Tier 2 support in a high-profile sports and entertainment environment, diagnosing hardware, software, account-access, and end-user technology issues.

Lee Christian School

Jun 2020 - Jun 2022

Director of Technology and Innovation

Sanford, NC

- Led schoolwide technology operations while teaching two daily computer science classes and concurrently serving as Interim Athletic Director during the final half of the academic year.
- Supported classroom technology and institutional systems while providing troubleshooting, technology planning, instruction, and cross-functional leadership for students, faculty, and administrators.

CORE SKILLS AND TOOLS

Content Strategy, Social Media Strategy, Audience Development, Short-Form Video, Scriptwriting, Content Research, On-Camera Presentation, Video Editing, Brand Partnerships, Influencer Marketing, TikTok Shop, Creator Education, Community Management, Discord, TikTok, Instagram, YouTube, Facebook