

GRANT THERIAULT

Social Media Specialist · Short-Form Content Creator · Creator Partnerships & Brand Growth
San Diego, CA · granttheriault@gmail.com · (858) 605-8280
Available for travel, events, and weekend / real-time content

SUMMARY

Content creator and social media specialist focused on health, wellness, and lifestyle brands. Grew personal brand audience beyond 180K and scaled multiple creator brands beyond 630K followers by creating short-form video daily for TikTok and Instagram, with deep command of platform trends and virality. Fast in real-time production and fluent end-to-end, from capture and editing to publishing and calendar management. I don't just manage social — I make the content. **Refer to the Portfolio link for Brands/Socials I have built and managed.**

EXPERIENCE

Content Creator - Personal Brand

Jan 2025 – Present

Health, wellness, lifestyle, and personal development brand built from zero. (Refer to Portfolio for Social Links)

- Grew to 180K+ followers and 25M+ organic views in the health, wellness, and lifestyle space through daily short-form content.
- Write, shoot, edit, and publish short-form video across TikTok and Instagram on a consistent daily cadence, edited in CapCut Pro.
- Direct all creative — hooks, formats, and storytelling aligned to a clear brand voice.
- Monitor platform trends and capitalize on what's performing.

Social Media Growth Partner & Brand Consultant

Jan 2023 – Dec 2024

Managed content & scaled personal brands for multiple creators; specialized in content creation & platform-trend strategy. (Refer to Portfolio Link for Social and Product Links)

- Meagan Hall — managed her content and brand strategy, scaling her personal brand from 110K to 380K followers with content as the backbone of marketing and sales.
- Cassie Schoonover — grew her brand from 400K to 630K followers and co-built DFY Reels, a social media tool that analyzes trends, virality, and performance to scale organic reach.
- Managed content calendars, briefs, and team workflows in ClickUp; coordinated deliverables across a 13-person team (video editors, designers, copywriters, developers, marketers).
- Specialized in content creation, platform trends, and Social Media consulting/coaching; executed against each brand's priorities and voice.

Founder & Creative Director — Better Daze Collective

Jan 2020-Dec 2022

Direct-to-consumer lifestyle apparel brand, concept to profitability.

- Grew an apparel brand from zero to \$500K+ revenue and a 75K+ community across Instagram and TikTok — hands-on experience scaling a brand in the clothing space.
- Led organic social strategy across platforms and directed photography, video, and branding.
- Ran brand launch campaigns end to end and managed influencer gifting and creator collaborations.

CORE SKILLS

Short-form video (capture + edit) • TikTok • Instagram Reels • CapCut Pro • Content calendars & publishing cadence • ClickUp (Task Management) • Trend monitoring & insights • Creative direction • Creator & talent coordination • Brand storytelling • Copywriting & hooks • Audience growth • Community management

EDUCATION

Bachelor's Degree in Marketing — San Diego State University, School of Business

SELECTED ACHIEVEMENTS

- Scaled creator brands from 110K to 380K and 400K to 630K followers; grew personal brand to 180K+.
- \$2.5M+ revenue generated across owned brands and client engagements; 35M+ organic views produced.
- Grew a Clothing Brand on Tik Tok to 75,000 Followers.
- Managed 50+ influencer partnerships; built and led a 13-person cross-functional team.