






Karl Joshua Siscar

Social Media Manager | Content Strategist | Community Manager

 karlsiscar@gmail.com  +971509133068  Ras Al Khaimah

 [linkedin.com/in/karl-joshua-siscar-a569a63b5](https://www.linkedin.com/in/karl-joshua-siscar-a569a63b5)  [karlosavory.github.io](https://github.com/karlosavory)

SUMMARY

Results-driven Digital Content Strategist and Community Manager with a proven track record of scaling digital platforms and driving audience engagement. Successfully built and managed an independent digital community of over 140,000 subscribers, specializing in high-retention live broadcasting, community moderation, and algorithm optimization. Experienced in negotiating and executing high-converting influencer marketing campaigns for international digital brands. Adept at analyzing audience data to maximize reach, boost viewer retention, and deliver measurable ROI for B2B partners

SKILLS

Platform Expertise

- YouTube, TikTok, Instagram, Facebook

Analytics & Reporting

- YouTube Analytics, Google Analytics, Meta Business Suite

Content Strategy

- Editorial planning, trend analysis, CTR optimisation

Scheduling & Management

- Hootsuite, Buffer

PROFESSIONAL EXPERIENCE

Lead Content Creator & Social Media Manager

05/2018 – Present
Remote

- **Growth & Strategy:** Scaled YouTube channel to 140,000+ subscribers through data-led content strategy, trend capitalisation, and CTR optimisation across YouTube and Tiktok.
- **Community Management:** Managed live chats, moderated discussions, and drove viewer interaction to boost algorithm performance and brand loyalty.
- **Live Broadcasting:** Produced and hosted high-retention live streams end-to-end — OBS setup, audio mixing, and real-time troubleshooting.
- **Analytics:** Used YouTube Analytics, Google Analytics, and Meta Business Suite to refine content strategy and maximise reach.

Digital Brand Partner & Influencer Marketer

05/2024 – Present
Remote

- **Campaign Execution:** Negotiated and executed sponsored campaigns and brand integrations for Aptoide, CocoDp, Eneba, and Topuplive, aligned to regional KPIs.
- **Conversion & Tracking:** Created high-converting promotional content integrated into live streams and VOD; tracked ROI via referral links and promo codes.
- **B2B Relationships:** Maintained strong relationships with brand representatives across multiple international markets, consistently meeting deliverable deadlines.