

Shane Delaney

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Content strategist and editorial operations specialist with experience building content programs at Meta and Snap. Managed end-to-end content pipelines spanning creator sourcing, editorial development, and publication, led cross-functional review at scale, and built AI-powered internal tools used in leadership strategy sessions. Track record across editorial operations, platform programming, short-form storytelling, and research.

EXPERIENCE

Meta – Content Marketing Coordinator II

October 2025 – March 2026

Los Angeles, CA

- **Developer Blog Pipeline:** Built the Horizon Developer Blog — sourced creators, developed narrative angles, and managed 8-stage XFN review across Product, DevRel, Design, Legal, and Data Science. Published 13 pieces in 5 months: 7 developer and creator stories, a 6-part GTM guide series, and a co-authored mobile audience research whitepaper.
- **Stat Verification:** Owned the formal stat review process; collaborated directly with Data Science to confirm 100% metric accuracy across all published content prior to launch.
- **Growth Systems Toolkit:** Scoped and built three AI-powered internal tools — Creator Compass, Campaign Intelligence Dashboard, and GRI Simulator — used in 2026 leadership strategy sessions.
- **Horizon Creator Studio:** Authored a full product spec and built a functional prototype; presented to C-suite to inform roadmap decisions for future creator tooling.

Snap Inc. – Trend Producer

March 2025 – October 2025

Santa Monica, CA

- **Spotlight Programming:** Reviewed and programmed 1,000+ pieces of content daily on Spotlight (900M+ MAU). Promoted from Trend Curator to Trend Producer within the same tenure.
- **Trend Intelligence:** Built a daily cross-platform monitoring practice (TikTok, YouTube Shorts, Instagram Reels) to identify breakout content and cultural signals before algorithmic confirmation.
- **Creator Identification:** Led the Breakout Creator workstream with Data Science across a 1M+ creator ecosystem; selections featured in Times Square placements and national Snap brand campaigns.
- **NUX Curation:** Curated new user experience cohorts — 300+ pieces per cycle — determining the first content new users see on Spotlight.
- **Workflow Systems:** Designed editorial templates and process documentation adopted across 10+ cross-functional teams.

Phony Content – Content Manager

May 2024 – March 2025

Los Angeles, CA

- **Scripted Series:** Wrote and produced 50+ episodes of Tiny Texts, a scripted short-form series on Snapchat. 25M+ total views; top episode hit 6.3M views and a 39% completion rate; one episode added 20.3K followers in a single cycle.
- **Story Architecture:** Designed narrative structures — pacing, emotional arcs, and ending hooks — calibrated for mobile retention and follower conversion.
- **Production Systems:** Built editorial templates, style guides, and QA frameworks sustaining quality at 50+ episode scale.

Collider – Editorial Content Specialist (Freelance)

August 2022 – October 2022

Los Angeles, CA

- **Editorial Features:** Produced features for Collider (30M+ monthly visitors) targeting high-intent, under-served search opportunities. Lead piece: 125K readers, 4:23 avg time on page, top-3 Google ranking. Second piece: 89K views, 22% social share rate. Third piece selected for Google Discover. Contributed to ~15% organic traffic lift over two months.

StockX – Brand Creative Production (Freelance)

September 2021 & December 2024

Los Angeles, CA

- **Core Insights Report:** Authored the 2024 report mapping Gen Z digital consumption behavior and affinity brands across LA and NYC; directly informed StockX's 2025 marketing strategy.
- **Campaign Production:** On-set production support for three brand shoots (Sydeon, Briana King, Brittney Elena), including Times Square placements and national campaign activations.

SKILLS

Editorial & Production: Content Pipeline Management, Editorial Interviews, Narrative Development, XFN Coordination, Stat Verification, Story Lifecycle Management, DRI Frameworks, Content Calendar Management

Operations & Tools: Quip, Airtable, Jira, Confluence, Asana, Figma, Salesforce, CMS Platforms, Project Governance

AI & Development: Claude Code, Cursor, Manus, GitHub, Vercel, SuperWhisper, N8N — built portfolio site and internal tooling independently

Strategy & Analytics: Trend Intelligence, Audience Analysis, SEO Strategy, Competitive Research, Stakeholder Management, Performance Data Synthesis

EDUCATION

Loyola Marymount University – B.A., English & Screenwriting | 2019 – 2023