

Aiden Marks

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Portfolio with metrics, content samples & case studies → aidenmarks.com

Social media producer with experience running channels at a leading entertainment media company. Skilled at building brand voice from scratch, producing high-volume short-form content, and using social management tools to schedule, analyze, and grow audiences across Instagram, TikTok, and YouTube.

WORK EXPERIENCE

TMZ, Social Media Producer

Aug 2025 – Present

- Built and launched 'Too Much Info,' an original pop culture brand under the TMZ umbrella designed to bridge TMZ's established audience with a younger Gen Z viewership. Developed the concept and established brand voice and visual identity.
- Drive 30M+ monthly views across TMZ's social platforms through self-produced short-form content, sourcing, filming, editing, and captioning 12 videos per week.
- Produce UGC-style short-form video for e-commerce campaigns, creating native creator-driven assets that integrate brand moments into pop culture content.
- Manage social publishing, scheduling, and reporting in Sprout Social and Dash Social, using performance data to inform content strategy and posting cadence.
- Set the tone for every post, knowing when to play a story with humor, restraint, or sensitivity based on the subject matter and platform audience.
- Appear on camera as host of TMZ Live and pitch segments on TMZ on TV.

P&L Media, Documentary Editor

Mar 2025 – Jul 2025

- Edited and assembled footage for an upcoming documentary, ensuring consistency in visual style and narrative pacing.
- Collaborated directly with the Executive Producer on edit direction, transcription review, and post production workflow.

Ted (Season 2) – NBCUniversal / Fuzzy Door Productions, Post Production Assistant

Aug 2024 – Oct 2024

- Brought back to the franchise after Season 1 internship in an elevated PA role on Seth MacFarlane's NBC/Peacock series, contracted within the post production pipeline.
- Managed post department logistics including hard drive procurement, confidential footage handling, daily editor note distribution, and dailies delivery.

Freelance Styling, Stylist Assistant & Runner – Saweetie (Music Video)

May 2024

- Assisted lead stylist with wardrobe organization and on-set image delivery to vendors.

Ted (Season 1) – NBCUniversal / Fuzzy Door Productions, Post Production Intern

Jun 2023 – Dec 2023

- Shadowed editors, VFX editors, post supervisor, and producers across the full season of Seth MacFarlane's original series.
- Sat in on production brainstorms with Fuzzy Door executives, contributing to creative direction; sourced stock footage, supported actor clearances, and took notes during VFX and mix reviews.
- Beta tested proprietary software and applications in development at Fuzzy Door Productions; completed daily training on industry-standard editing platforms and post production workflows.

King Kong Magazine, Stylist Assistant – Omar Apollo (Cover Shoot)

Aug 2023

- Coordinated garment pulls and fashion house outreach for a high-profile editorial cover shoot; managed on-set communication between talent and lead stylist.

CSUN Pride Center, Social Media Manager & Digital Content Creator

Jun 2022 – Dec 2023

- Owned the full social strategy for a 2,000+ follower Instagram account, including content calendar, voice, copywriting, and community management.
- Produced and scheduled 150+ original graphics and posts; ran cross-promotional campaigns with four external campus organizations.

SKILLS

Tools: Sprout Social, Dash Social, Instagram, TikTok, YouTube, Meta Business Suite, Canva, CapCut, Adobe Premiere, AVID Media Composer, Final Cut Pro, After Effects

Strategy & Content: Social Media Strategy, Content Calendar Management, Community Management, Copywriting, Brand Voice Development, UGC Content Creation, Short-Form Video Production, On-Camera Hosting, Storytelling, Editorial Judgment

Production: Project Coordination, High Volume Scheduling, Cross-Functional Collaboration, Works Calmly Under Pressure

EDUCATION

California State University, Northridge – CTVA Television Production, Editing Emphasis

2023

GPA: 3.8 (Dean's List) | Northridge, CA