Davy Greenberg

Los Angeles, CA | 612 819 6482 | davy.greenberg@gmail.com



About me

Creator strategist and content producer with 12+ years building meaningful audiences and scroll-stopping campaigns.

I build audiences through intentional strategy, compelling storytelling, and deep platform understanding.

Expertise:

Content strategy • Creator partnerships • Audience growth
• Multi-platform campaigns • Brand positioning • Photo/Video production

work

KEURIG DR PEPPER

Content Strategy + Producer 2025

Managed strategy and execution across 9+ brand portfolio (7UP, Bai, Core Water, Motts, Hawaiian Punch, Yoo-Hoo, Dr Pepper, and more).

Developed and executed award-winning campaigns for social including Sydney Sweeney for Bai, 7UP Tropical launch, and Chloe & Halle Bailey for Core Water.

- IHAF Agency of the Year (2025)
- ANA In-House Excellence Awards: Grand Prize Winner (Integrated Campaign & Out-of-Home)



KEURIG DR PEPPER

Content Strategy + Producer 2025



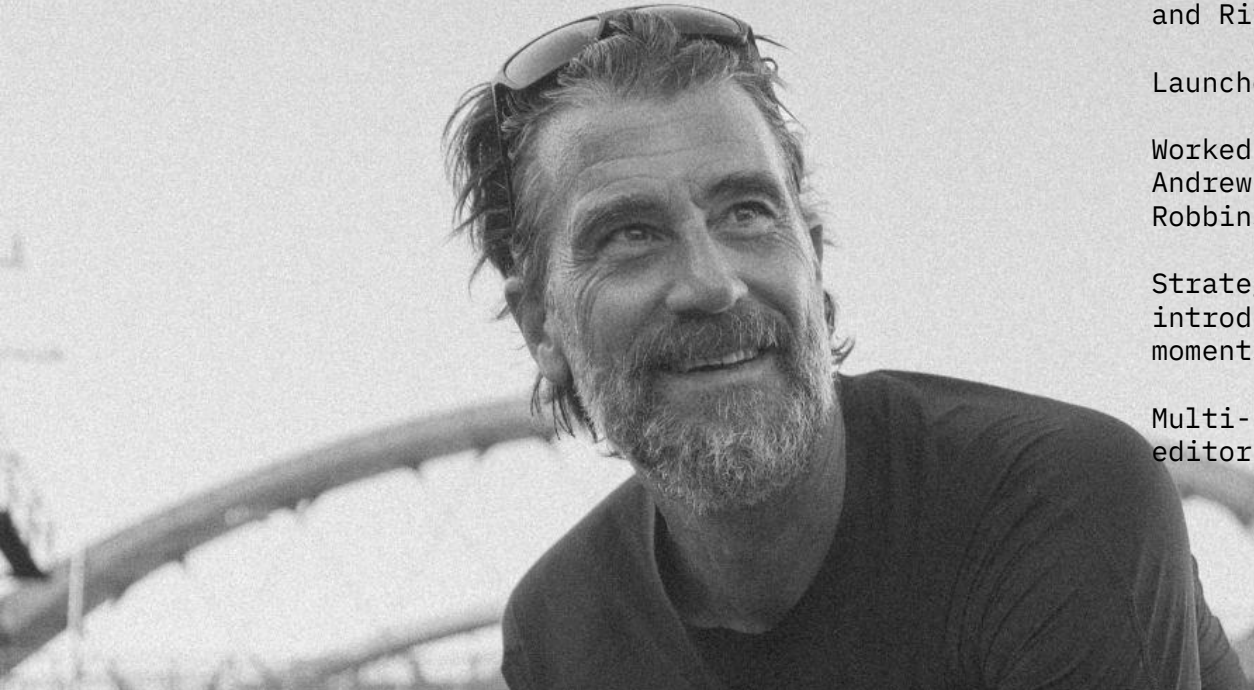






THE RICH ROLL PODCAST

Content & Production Lead 2020-2025



Core production member for one of the world's largest business and wellness podcasts.

Developed social strategy and content frameworks that drove Instagram growth from 500K to 1.5M; managed content production and editorial direction

Ideated & produced brand partnership content for companies including Seed, On Running, and Rivian.

Launched TikTok to 200K+ followers.

Worked with A-list guests including Dr. Andrew Huberman, Arnold Schwarzenegger, Mel Robbins, and Tom Holland.

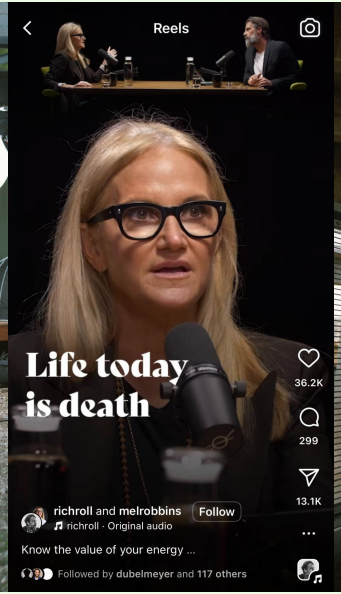
Strategic content approach: compelling guest introductions + clean aesthetic + shareable moments

Multi-platform production (podcast, social, editorial)

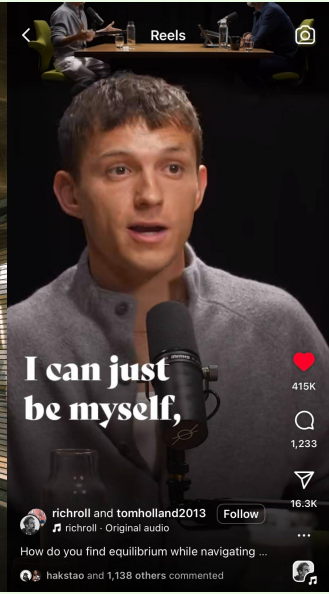
THE RICH ROLL PODCAST

Content & Production Lead 2020-2025











LOS ANGELES SPARKS/WNBA

Content & Community Strategy 2017-2021

Created and produced social content across multiple platforms (Instagram, TikTok, broadcast).

Worked directly with sponsors to develop co-branded content for social, in-stadium displays, and television broadcast.

Spearheaded community engagement initiatives connecting players and team to Los Angeles community through activations and storytelling.

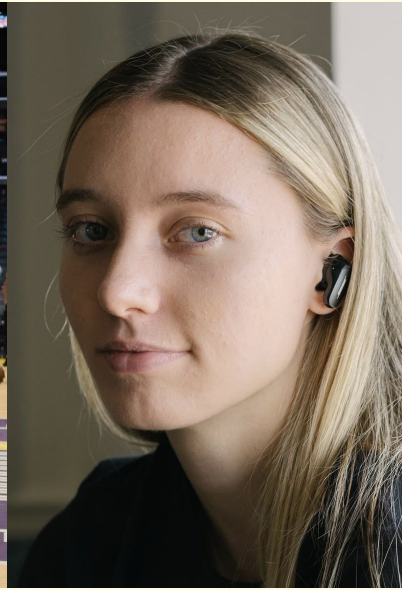
LOS ANGELES SPARKS/WNBA

Content & Community Strategy 2017-2021









BESOUND BREAST

Social Launch Strategy 2025-2026

Launched Instagram and TikTok strategy for women's health technology startup introducing AI-assisted breast ultrasound as alternative to mammography for dense breast screening.

Translated complex medical technology and clinical research into accessible, educational content for patient and provider audiences.

- 3-month launch engagement
- Multi-platform content development (Instagram, TikTok)
- Medical/technical information simplified for lay audiences
- Patient education and health literacy focus
- Demonstrated ability to master complex subject matter quickly and communicate value

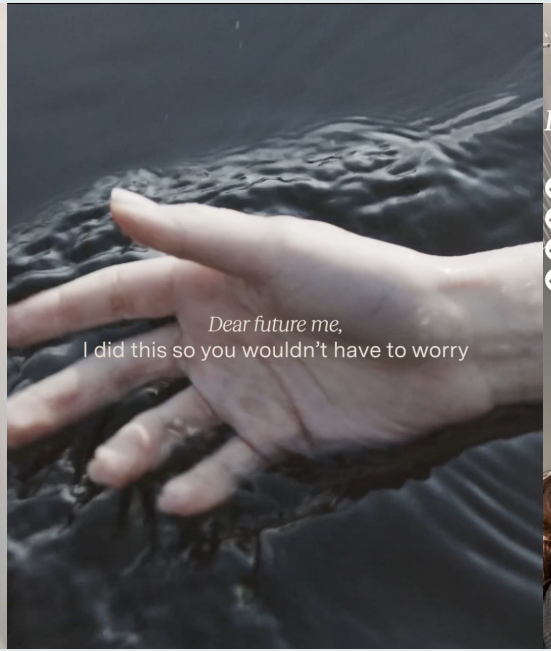


BESOUND BREAST

Social Launch Strategy 2025-2026









@METAHAIKU

Cofounder & Creative Lead 2021-present

Built aspirational lifestyle and design account showcasing cozy living, design inspiration, and DIY content. Grew organically to 122K followers with viral moments on both Instagram and TikTok.

Demonstrates hands-on understanding of platform trends, audience psychology, and accessible aesthetic that resonates with engaged audiences.

- 122K followers (organic growth)
- Accessible, trend-focused design/lifestyle aesthetic
- Co-created brand voice and content strategy
- Worked with dozens of CPG and legacy brands to create engaging branded content including Graza, Seventh Generation, LG, West Elm, and Design Within Reach.
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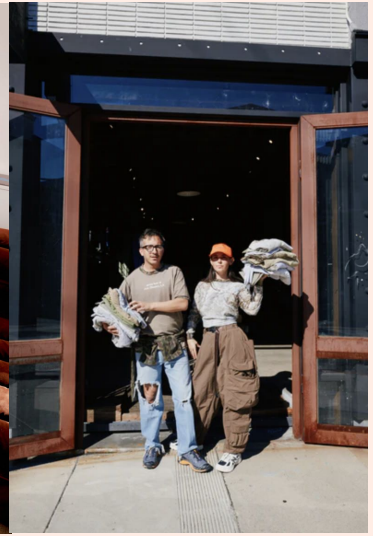


@METAHAIKU

Cofounder & Creative Lead 2021-present







Thank you.

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