

James H. Apter

250 Pacific St, #22, Brooklyn, NY 11201 | jamesapter@gmail.com | (310) 866-6340

SUMMARY

Creative strategist and storyteller with a track record of building audiences through humor, compelling visuals, and culturally relevant content. Experienced in social media content creation, comedic writing, and brand building across TikTok, Instagram, and beyond. Thrives at the intersection of creativity and strategy, turning ideas into engaging content that resonates.

EXPERIENCE

Horizon Media

New York, NY

Programmatic Associate

August 2026 – Present

- Execute programmatic campaigns across multi-million dollar budgets for multiple clients, optimizing toward ROAS and key performance goals to consistently deliver measurable, results-driven outcomes
- Develop cross-platform buying expertise across leading DSPs including The Trade Desk, Amazon DSP, and Google DV360, managing campaign strategy and execution from planning through optimization

Morgan Stanley - Technical Operations Inc.

New York, NY

Multimedia Specialist

November 2023 - August 2026

- Planned and executed high-profile events—including the Reddit IPO and global CEO town halls with James Gorman—ensuring seamless on-site and virtual experiences for senior leadership and large-scale audiences
- Coordinated and moderated virtual events with 10,000+ attendees, managing stakeholder needs, run-of-show timing, and behind-the-scenes logistics to ensure flawless delivery and strong audience engagement

Wisconsin Design Team

Madison, WI

Digital Advertising Coordinator

May 2023 - January 2026

- Spearheaded digital advertising campaigns that aligned the brand with Midwestern values and 'Made in the USA' craftsmanship, driving a 35% increase in webstore traffic through optimized SEO strategies and targeted Google Ads
- Executed A/B testing for Facebook Ads to refine messaging and imagery, achieving a 20% improvement in ad engagement and contributing to the brand's growth from a small startup to an officially licensed University of Wisconsin-Madison merchandise provider

Watt Pictures

Brooklyn, NY

TV Production & Development Intern

June 2021 - September 2021

- Generated loglines, launched a casting campaign, edited casting/sizzle reels, and assisted with pitch deck design for the development of HGTV's Rico to the Rescue
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EDUCATION

University of Wisconsin-Madison

Madison, WI

Bachelor of Arts, History | Certificates: Art History, Digital Studies

May 2022

CREATIVE & SOCIAL MEDIA

Spare Ideas / @Spareideas on Instagram & TikTok

New York, NY

Co-Founder & Creative Director

February 2024 – Present

- Direct all content creation for a streetwear brand across Instagram and TikTok, including photography, copywriting, and visual storytelling, generating 50K+ organic impressions and \$3,000+ in revenue through direct-to-consumer sales
- Design all brand assets using Adobe Photoshop, Illustrator, and Premiere Pro, maintaining a cohesive creative vision rooted in humor, irony, and pop culture commentary

The Bonion / @thebonion on Instagram

Madison, WI

Co-Creator

2020 – 2022

- Co-founded a satirical Instagram publication modeled after The Onion, producing comedic long- and short-form written content and photo edits centered around University of Wisconsin-Madison campus life and current events

@alecandjame (Personal TikTok)

Content Creator

Ongoing

- Grew a personal TikTok account to 58K+ likes, with a single video reaching nearly 250K views, demonstrating an organic understanding of platform trends, audience engagement, and viral content strategy
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SKILLS

Adobe Photoshop • Illustrator • InDesign • Premiere Pro • Canva • Figma • Google Analytics • HubSpot • Meta Ads Manager • Mailchimp • Shopify • WordPress • Notion • Slack • Google Suite • Microsoft PowerPoint • Excel • Salesloft • The Trade Desk • Amazon DSP • Google DV360 • TikTok • Reddit • Instagram (Organic & Paid) • A/B Testing • SEO/SEM