

# JAN ERIC LANGENBACH.

FREELANCE SOCIAL STRATEGIST · SYSTEMS & AI · CREATOR

FRANKFURT / RHEIN-MAIN · work@janlangenbach.com · +49 151 28497836

JANLANGENBACH.COM · LINKEDIN.COM/IN/JANLANGENBACH



**Brands hire me when their social needs a direction and boost.** I build the system, develop the content calendar, make the content and ship it. Six years for global consumer brands across FMCG, beverage, sport and beauty. And I built 1.7M followers of my own first, so nothing here is theory.

**1.7M**

OWN FOLLOWERS

**500M+**

LAUNCH VIEWS, MÁS+

**+42%**

ENGAGEMENT, 90 DAYS

**\$1.49M**

EARNED MEDIA VALUE

## EXPERIENCE.

### Toptal · Remote

01/2026 – PRESENT

#### Social Media Strategist & Creator Economy Lead (Freelance)

- Creator-facing channels built from zero: strategy, research, production pipeline and the videos themselves.
- Built an AI production workspace: idea selection, statistic verification, hook, script, shoot-ready brief.
- AI short-form system for a US insurance agency, now run by their team without me.

### MSL Germany · Publicis Groupe

02/2026 – 05/2026

#### Campaign Operations Lead, Social + Creator (Freelance)

- Cross-agency operations for Mars Wrigley EXTRA “Channel Your Inner Goat”, pre-live through the TikTok livestream to reporting.
- Talent contracts, buyouts, approvals and briefs. Submitted to Cannes Lions in Social & Influencer.

### Mars Inc. · Germany

03/2025 – 02/2026

#### Market Social Strategy & Content Lead (Freelance)

- **+42% engagement in 90 days** across M&M's, Snickers, Twix, EXTRA and Airwaves.
- Around 40,000 comment interactions a month, managed in-house across five brand voices.
- New format slates and a faster approval workflow. Led social for the EXTRA festival tour across six German festivals.

### Mark Anthony Brands International · London

05/2025 – 01/2026

#### Global Social & Community Lead, Más+ by Messi (Freelance)

- **500M+ views, \$1.49M earned media value, 7%+ engagement** on Lionel Messi's drink brand launch.
- Replaced agency production with phone-first, on-site coverage. That became the operating system for the launch.
- Ran the 1v1 World Crown tour through Buenos Aires, Miami, Toronto, Dublin and London. Interviewed Messi inside the Argentina camp.
- Built the Más+ Content Center, the team's content approval tool.

### DAZN Group · Germany

08/2020 – 10/2025

#### Short-Form Creative & Lead Editor (Freelance)

- Five years of short-form during live sport. 10 to 15 videos a week, every season.
- TV trailer for the boxing campaign, Beck's activations in Scotland, club-cleared edits with the media teams of Bayern Munich and Borussia Dortmund.

CIVP, Vins de Provence · Remote05/2025 – PRESENT

Social Strategy & Content Lead (Freelance)

- Paid-first social for the EU co-funded PDO Rosé Wines campaign. Ads are the engine, the organic feed is the shop window.

Davines Group · Parma10/2025 – PRESENT

Video & Narrative Strategy (Freelance)

- Platform-native cuts and long-form film for the ROPA campaign. Returning client.

NBA Europe · Germany08/2020 – 2022

Creator & Short-Form Producer

- **20M+ organic impressions.** One of the creators NBA Europe worked with to grow the league in Germany, and where I learned creator deals from the talent side.

german2kballin · own channel2017 – PRESENT

Creator, TikTok

- **1.7M followers, 1B+ organic views.** Hired by the developers of NBA 2K after going viral on their own game.

Earlier freelance engagements2021 – 2025

Consulting & systems

- **Socialpruf**, Toronto 2025: KPI design and dashboard logic for an analytics startup. **G-IN GmbH**, 2024–25: podcast-to-short-form system. **Leverage Game Media**, US 2021–23: fan engagement systems for live-event clients.

SKILLS.

|                                                                                  |                                                                                            |
|----------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|
| STRATEGY                                                                         | COMMUNITY & CREATORS                                                                       |
| Social media strategy, channel positioning, content strategy, editorial planning | Community management, creator partnerships, talent contracting, campaign ops               |
| SYSTEMS                                                                          | PERFORMANCE & AI                                                                           |
| Content systems, approval workflows, format development, team enablement         | Analytics, KPI design, paid social, AI-assisted workflows                                  |
| PRODUCTION                                                                       | PLATFORMS & LANGUAGES                                                                      |
| Short-form video, filming, editing, UGC, live event coverage                     | TikTok, Instagram, Facebook, YouTube Shorts · German native, English fluent, Italian basic |

EDUCATION & CERTIFICATIONS.

|                                                                  |                                                                                                                                      |
|------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|
| University of Mannheim2019 – 2023                                | GOOGLE                                                                                                                               |
| B.A. Communication & Media Sciences with Business Administration | AI Essentials Professional Certificate · AI for Content Creation · AI for App Building · AI for Data Analysis                        |
| Southern Utah University08/2022 – 01/2023                        | ANTHROPIC                                                                                                                            |
| Exchange semester, Communication                                 | AI Fluency: Framework & Foundations · Building with the Claude API · Claude Code in Action · Model Context Protocol · and three more |
| German International School New York2016 – 2019                  |                                                                                                                                      |
| New York State High School Diploma                               |                                                                                                                                      |