

Fabian Hernandez

SOCIAL MEDIA MANAGER

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12+ years in social media across personal brands, enterprise agencies, and viral consumer accounts. I've co-founded and grown some of the largest meme accounts in finance and crypto, scaled personal brands into million-follower thought leaders, and run organic social for B2B and B2C enterprise clients. I also build my own AI products to stay ahead of where social is going.

Professional Experience

Independent Social Media Consultant

October 2016 - Present

dba Socialfy Digital, San Diego, California

- Took on select project-based engagements across crypto, Web3, and consumer brands.
- Owned and operated several meme and themed accounts on Instagram and Twitter ranging from 200K to 1M+ followers.
- Managed a team of freelance specialists (content creators, editors, strategists) to fulfill client deliverables across projects.
- Polymarket: content distribution across X and IG to grow brand presence in prediction markets.
- DeFi Technologies: built 13K+ followers from zero with no ad spend through investor education and market insight content.
- BTM Podcast: drove 5M+ views through podcast clipping and short-form content for TikTok, YouTube Shorts, and Instagram Reels.

Wallstreetbets

2020 - Present

Head of Social / Co-Founder

- Co-founded the social assets of Wallstreetbets and grew it from zero to 3M+ followers across X, Instagram, and Telegram organically.
- Built X to a top 3 crypto Twitter account with 1.5B+ impressions and 500K+ follower growth in under 7 months.
- Ran partnerships with brands like Polymarket, Kalshi, Magic Eden, and more, driving our revenue to over 7 figures in under a year.
- Hosted Twitter Spaces with top creators like MrBeast and Greg (100K+ live listeners) and ran X livestreams that hit #1 on the platform with 250K+ live viewers.
- Still own and operate the Instagram account, posting platform-native memes and market news.

NP Digital, San Diego, California

April 2019 - February 2024

Social Media + Influencer Lead & Social Media Manager for Neil Patel Personal Brand (Jul 2019 - Dec 2022)

- Owned strategy, content, and execution for NP Digital's social channels, increasing engagement, reach, and followers by 750% YTD.
- Grew Neil Patel's Instagram from 30K to 382K followers with platform-native short-form content.
- Ran organic social for B2B and B2C enterprise clients.
- Managed influencer partnerships that generated incremental revenue across multiple industries.
- Managed and mentored a team of social media specialists, designers, and contractors across concurrent client accounts.

Key Skills

- Crypto Twitter and Web3 community building
- Influencer and KOL partnerships
- Short-form video content creation
- AI-native: Claude, Claude Code, ChatGPT, Cursor, Midjourney, Runway, ElevenLabs, n8n, Zapier
- Build with AI: web apps, automations, scrapers, agents, internal tools
- Sprout Social, Hootsuite, Later, GA4
- Copywriting, meme-native content