

Joey Combs

Senior Marketing Strategist | Paid Social & Influencer Strategy | Integrated Marketing

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Stop scrolling! You've found your guy. With over 15+ years in social and digital, I've led viral creative, influencer strategy, and paid programs for major brands — including helping Clorox earn "Best Brand to Follow on Twitter." I move fast, think big, and make complex projects look easy.

My real superpower though is taking big swings and rallying the right people to make them real. Especially when things aren't super defined. I know how to turn ambiguity into a clear plan, build trust across teams, and ship integrated campaigns that perform. If you're looking for a leader who delivers real outcomes, strengthens your storytelling, and keeps the office vibes immaculate while doing it, that's me.

Recent Work

Sippr | sippr.ai 2025–present

Built and launched Sippr, an AI-powered cocktail and party planning app, independently from concept to market. Sippr answers every party drink question in one place from "what should I serve?" to "how many bottles do I need?" to "what's this going to cost me?". Leveraged Lovable and Claude to design and ship the full product experience as a non-technical founder.

Work Experience

CHEVRON CORPORATION, San Ramon, CA 2018 – 2025

One of the world's largest vertically integrated oil and gas companies. Chevron does everything from underground drilling, to filling up your gas tank. I led global social storytelling across this entire value chain.

Senior Social Media and Advertising Lead 2020 – 2025

- Led integrated marketing communications strategy across paid, owned, and earned channels for enterprise priorities. Translated business strategy into actionable, audience-led content and go-to-market plans
- Led creator and influencer activation workflows from brief through publishing, establishing brand safety and performance standards
- Led development of Energyville, an interactive video game that aligned subject-matter experts, agencies, and design teams to communicate complex system tradeoffs to non-technical audiences.
- Built evidence-based business case to overhaul paid search strategy; drove cross-functional alignment and cut CPC by 150%
- Managed 20+ agency team members across media and creative; mentored junior marketers and provided subject matter expertise on social listening and crisis protocols

Social Media Strategist 2018 – 2020

- Scaled Chevron's LinkedIn from 1M to 5M followers by building a B2B editorial strategy rooted in employee stories, operational credibility, and platform-native storytelling.
- Built Chevron's TikTok presence from scratch by getting the right people onboard and showing why it mattered for the business. Grew the account from 0 to 75K in the first year and earned 300M+ views with content made specifically for how people actually use the platform.

- Boosted traffic to Chevron.com by 20% by rolling out a cleaner, more trustworthy short-link system (Chevron.co) that made people more comfortable clicking through supporting go-to-market objectives and performance KPIs
- Wrote the most viral LinkedIn post in company history, driving more than 38K clicks to the website and over 1M organic impressions without any paid support.
- Led the development of two major video series, Energy Everywhere and The Humans Behind The Human Energy Company. These 20 episodes spotlighted real employees and showcased Chevron's lower-carbon innovations.

HOTALING & CO, San Francisco, CA 2016 – 2018

A San Francisco based premium spirits importer and distiller representing award-winning global and craft brands across the U.S.

Social Media & Influencer Manager

- Built and ran several influencer partnerships most notably a 9-episode collab with the "How To Drink" YouTube channel that took fans behind the bar and racked up more than 1.7M views.
- Managed \$90K influencer and paid social budget across four brands; developed proposals tied to measurable business outcomes
- Helped double year-over-year traffic to the brand's website by creating social campaigns rooted in culture and curiosity, inviting people to explore cocktail recipes and the stories behind each spirit
- Sparked a viral Luxardo Reddit AMA during Tales of the Cocktail that hit the Reddit Front Page, pulled in 1,000+ comments, and delivered an estimated 10–15M impressions—all without spending a dollar.

THE CLOROX COMPANY, Oakland, CA 2012 – 2016

A Fortune 500 CPG leader with iconic brands used daily worldwide, including Clorox, Kingsford, and Burt's Bees.

Social Media Manager

- Ran social strategy for Clorox, Fresh Step, and other well-loved brands by turning everyday messes into real-time cultural moments and data-backed wins. Even helped the team earn national recognition as "Best Brand to Follow on Twitter."
- Steered social across multiple national campaigns, juggling legal, PR, creative, and brand teams to make sure every post was on-message, on-trend, and not getting anyone sued.
- Built the "SpinCycle" content hub from scratch. 50+ original influencer pieces and how-to articles that funneled people to the MyStain app and positioned Clorox as "the friend who always knows how to get the red wine stains out."
- Created the most viral post in Fresh Step history. "What's Your Cat's Name?" earned national attention from BuzzFeed and The View" and gave the brand a whole new social personality.

Education

Bachelor of Arts (BA), Communications and Public Affairs
California State University, Chico, CA

Core Competencies

Integrated Marketing & Brand Strategy | Organic & Paid Social | Content & Editorial Planning | Influencer & Creator Strategy | Social Listening & Analytics | Performance Marketing & KPI Reporting | Budget Management | Cross-Functional Leadership B2B & B2C Marketing | Sprout Social | Brandwatch | Sprinklr | LinkedIn, TikTok, X, YouTube, Reddit | Audience Insight & Segmentation | Go-to-Market Strategy | Integrated Marketing Communications || Emerging Platform Trends

Interests

Film enthusiast | Outdoor Grilling and Mixology | World's Best Fantasy Sports Commissioner