

Content Strategy & Original Media Production

166 Reactions
TOP LINKEDIN POST

73 Likes
TOP INSTAGRAM POST

Multi-Platform
LINKEDIN + INSTAGRAM

Oct 2024 – Aug 2025
CAMPAIGN WINDOW

THE SITUATION

Building Brand Voice for a Legendary Institution

The Drucker School of Management at Claremont Graduate University is built on the philosophy of Peter Drucker, widely recognized as the father of modern management. As Marketing & Social Media Assistant (Oct 2024) and later Marketing & Content Strategy Student Assistant (Sep 2025), Anthony Bench managed day-to-day social content strategy and execution across LinkedIn, Instagram, and additional platforms for a brand with 10,000+ LinkedIn followers -- maintaining editorial calendars, publishing workflows, and campaign alignment across multiple simultaneous content tracks.

THE STRATEGY

Lead With Legacy -- Let the Data Confirm It

Audience data revealed a consistent pattern: content centered on Drucker's intellectual legacy -- archival footage, heritage moments, alumni spotlights, and scholar tributes -- consistently outperformed event promos and institutional announcements by a wide margin. The strategic response was to lead with legacy. Editorial calendars shifted to place Drucker's story at the center of every platform's content mix, with program and event posts framed to connect back to that core identity rather than compete with it.

THE EXECUTION

Copy, Camera, Calendar -- Across Every Channel

Wrote all Drucker School LinkedIn copy across 21+ posts, developing platform-native language that translated institutional and academic content into engagement-driven storytelling. On Instagram, produced, shot, and edited original video -- including a tour inside Peter Drucker's home on his 115th birthday, a campus ASMR reel, student spotlight interviews, and an event recap reel -- building a library of original media that brought the Drucker brand to life visually. Managed editorial calendars and approval workflows across concurrent campaigns in close collaboration with the Director of Marketing.

**Drucker School of Management**
Oct 2024 . LinkedIn

We may have just found the greatest Peter Drucker collectible in existence -- a vintage Drucker action figure from the 1990s.

166 Reactions 8 Comments 6 Reposts

**Drucker School of Management**
Nov 2024 . LinkedIn

Philip Kotler describes Drucker as "the grandfather of modern marketing." Dean Sprott traveled to Evanston to interview him for the Drucker Oral History Project.

161 Reactions 10 Comments 4 Reposts

**Drucker School of Management**
Jun 2025 . LinkedIn

#ThrowbackThursday: Dr. Kristine Kawamura shares a brief yet special moment with Peter Drucker on campus in 2001. Her early-2000s hairstyle was absolutely iconic.

109 Reactions 10 Comments 3 Reposts

THE RESULTS

Legacy Content Wins -- Consistently

Heritage and Drucker-forward content dominated both platforms. On LinkedIn, the top five posts averaged 135 reactions each -- led by a Drucker action figure discovery (166 reactions), the Philip Kotler oral history interview (161 reactions), a 2003 Drucker humor clip (141 reactions, 15 reposts), the PhD relaunch (110 reactions), and a Dr. Kawamura throwback (109 reactions, 10 comments). On Instagram, a 1980s alumni flashback (73 likes, copy by Anthony) and the Drucker 115th birthday reel (36 likes, shot and edited by Anthony) led the account. Across every content type, the pattern held: when content centers on Drucker's legacy and the people he shaped, the audience responds.