

# Lazlo Barclay

## Social Media Strategist

I've spent the last six years building brands and communities across social media, marketing and product management. At [Tandem](#) I've helped generate more than 100 million views and grown the audience past 150k followers. Alongside that I've built my own music project [Pink Mario](#) from zero to 20k followers and over 3 million Spotify streams. This is a short tour of my work.

**100M+**

views generated

**150k+**

audience growth

**3M+**

Spotify streams



Brand side and creator side

# Tandem

Creative and strategic lead of the social media team

Tandem is the biggest language exchange community in the world. The product had millions of people using it but the socials weren't saying much: a bit of everything, aimed at nobody in particular, and no reason to follow.

I took full creative and strategic ownership of the channels, carved out a unique brand image and tone of voice for Tandem, and set about building formats that would appeal to our global language-loving audience.

**100M+**

views

**150k+**

new followers

**100k+**

new sign ups on the app

**10,000%**

view growth, Feb to Mar 2026

## What I changed first

### New image and tone of voice

We surveyed our audience to understand them on a deeper level, informing a new tone of voice and brand image. I hired a new social media creator, Kristina, to execute on our new strategic direction.

### Ideas that survive testing

Every concept is tested, tweaked, re-tested before proving itself as a "goer". Underperforming formats are deprecated.

### The office as the cast

We were sitting on a goldmine that we weren't tapping into: a diverse, multinational office. They are the stars of our content, and exemplify the saying "live the brand"!

### Organised content calendar

Everything above, put into a strategic calendar covering our content pillars, so each month is a mix of proven formats and new tests.

# Broken Telephone

A line of colleagues with their ears covered, one impossible German compound noun whispered down the chain, and whatever comes out the other end. It's a format that delivers on our audience need for relatable content, showcasing the struggles of grappling with impossible new words.

As soon as I launched the test, social views went up **10,000%** between February and March 2026, and the format has now passed **50 million views**. It was a format that flew off the shelf as soon as it was implemented.



**14.1M**

Instagram Reels



**17.6M**

TikTok



**6.4M**

YouTube Shorts

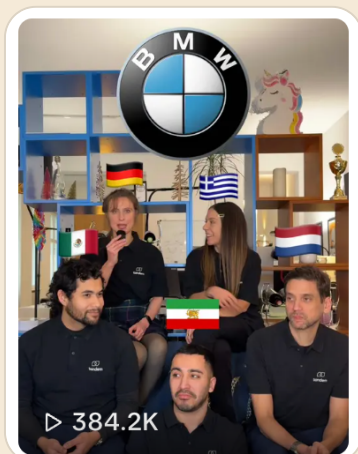
- The same hook, and the biggest video each channel has ever had. Links: [Instagram](#), [TikTok](#), [YouTube](#).

# The format keeps on giving!

Broken Telephone is one of our pride and joys, and what our socials are known for. New languages, new settings, different colleagues, and new words nobody can pronounce. Each round puts the brand in front of a fresh set of people.

More rounds: [round two](#) and [round three](#).

## Other concepts I built and shipped



### Pass the Mic

Familiar words and brand names said by five different languages. Everyone in the room gets a go, and our audience loves to see how globally identifiable things get a makeover in different countries.

**384k** views · [watch on TikTok](#)



### Polyglot interviews

Street interviews with people who speak nine languages. This appeals to our audience's aspirations: to be like the polyglots.

**407k** views · [watch on Instagram](#)



# What it added up to:

100%

increase in social following  
growth across platforms

100k+

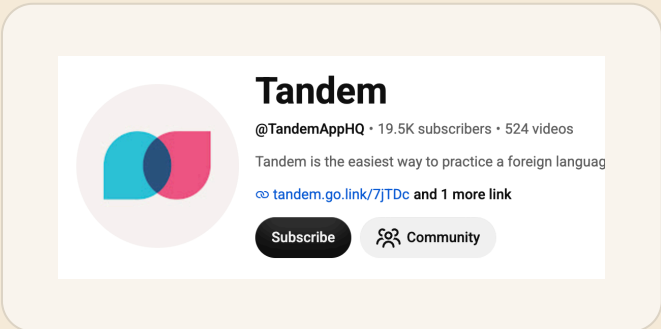
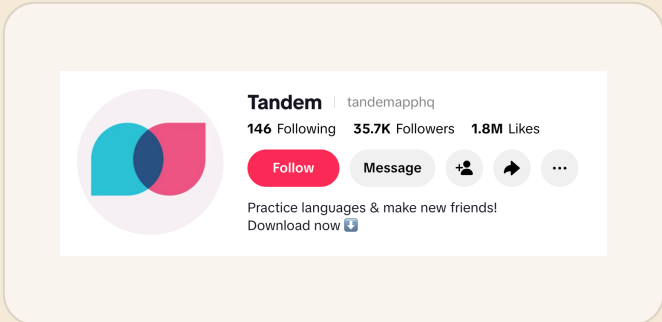
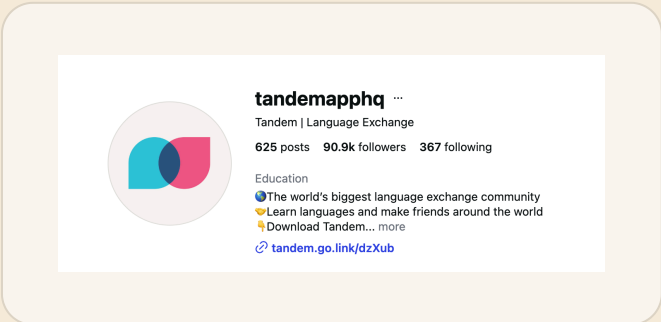
new signups to the Tandem  
community from social

50M+

views from one format,  
still running

A scattered, unfocused presence is now a globally recognised language exchange brand with some of the funnest language content on the internet, and a channel that brings people into the product from the get-go.

## WHERE THE CHANNELS SIT TODAY



Instagram, TikTok and YouTube as they stand today, all grown from the same set of formats - adapted for each platform where needed.

# Pink Mario

My own music project. Artist, strategist, editor and everything else.

I've grown Pink Mario from scratch since 2020, with over 30 releases, 20k followers across platforms and more than 3 million Spotify streams. I have been fully independent (with limited budgets and no label), so everything came from working out how to reach my audience of dream pop lovers with my own distinct brand and storytelling.

**20k**

followers across platforms

**3M+**

Spotify streams

**30+**

releases since 2020



Spotify today: 31,021 monthly listeners, grown off the back of the social content.

## My experience with Pink Mario

Running my own artist project has meant owning every part of social media output: the idea, the shoot, the edit, the caption, the publishing, and then engaging with comments and doing my own analytics. I understand, on a fundamental level, what it takes to get to grips with your own audience, and how to scale it with a targeted social strategy. And, as you'll see later, I have realised that social media is just the start to creating a meaningful audience experience.

# Two campaigns that moved the numbers.

## Jisoo

I named a song after Jisoo from BLACKPINK, then made content aimed straight at one of the most committed fanbases on the internet, asking them to help me get the song to her. It's a real song and a real ask, which is why people got behind it instead of scrolling past.

Over **1 million views** across Instagram and TikTok, and a new East Asian audience my music had never reached before and has kept since.

[Watch the main reel on Instagram](#)



**190k views**



**350k views**

## Na Zare



**223k views**



**169k views**

A foreigner learning enough Russian to cover a synth pop classic. The concept hands people a question they can't help answering, which is whether I did it better than the original, and the comments did the sharing for me.

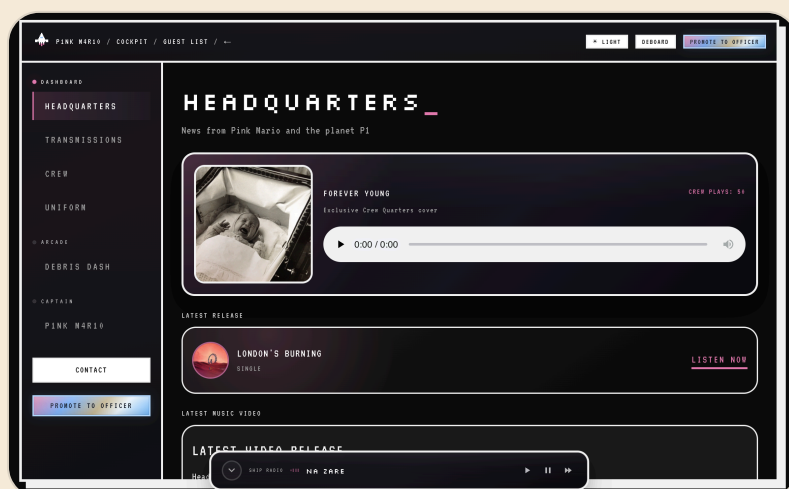
Over **750k views** on TikTok, and more than **700,000 Spotify streams** and counting from that one campaign.

[Watch on TikTok](#)

# Pink Mario's spaceship

Social gets people's attention, but it doesn't keep it - and owning your audience is increasingly challenging. So I built a place for my fans to go *after* socials: [pinkmario.com](https://pinkmario.com).

Fans board Pink Mario's spaceship, get their own crew ID, play a game, poke other crewmates and hear music before anyone else. It runs straight off the back of my socials and it's the bottom of the funnel for the whole project.



## Built by me, end to end

Front end, backend and integrated with Shopify, Bandsintown and Spotify.

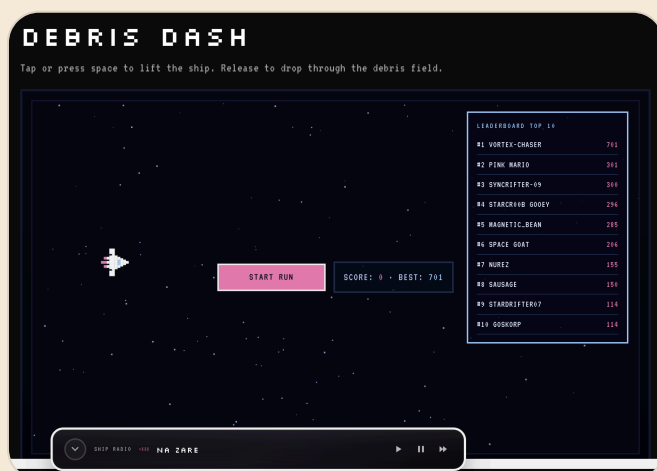
## First listens live here

Exclusive covers and unreleased tracks land onboard before they go anywhere else.

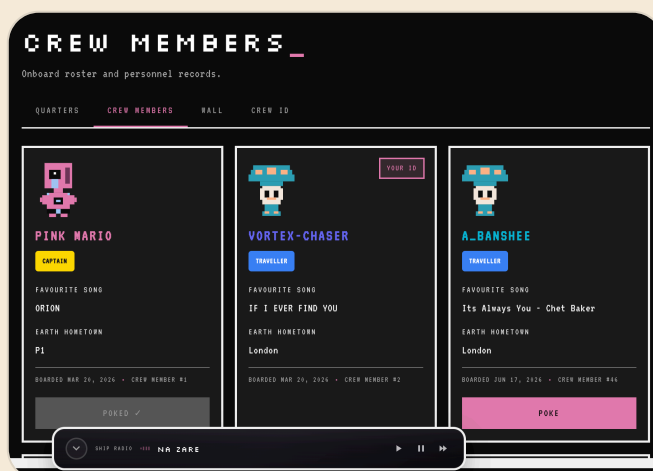
## An audience I own

Every release reaches my fans without asking a platform for permission.

Headquarters: the dashboard fans land on, with news from the captain, first listens and the latest release.



Debris Dash: an arcade game with a live leaderboard and the ship radio playing Pink Mario's catalogue.



Crew members: everyone gets an ID, a favourite song and someone to poke.

THANKS FOR READING

# I can help your socials grow and reach the right people.

I'm looking for a social strategy or creative lead role where I can make impact on a large scale brand and community, drawing on my 6 years of expertise from both the creator side and brand side.



**100M+** views

**150k+** audience growth

**3M+** streams

**100k+** sign ups

GET IN TOUCH

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