

COURTNEY MANNING

SOCIAL MEDIA STRATEGIST

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PROFILE

I have a passion for helping people and companies grow and develop their social media bases to get the most out of the important content they are sharing. My experience at companies and newsrooms both small and large, established and just starting up, has made me proficient in creating and promoting content that not only best fits a company's needs, but helps expand its reach in meaningful ways.

EDUCATION

BACHELOR OF JOURNALISM

Emphasis on International
Convergence Journalism

Minor in Business
Certificate in Multicultural
Studies

UNIVERSITY OF MISSOURI

2014 - 2018

SKILLS

- Data analysis
- Influencer marketing
- Content creation
- Client relations
- Google Ads & Analytics
- Digital strategy
- Copywriting
- Persona building
- Emerging trends
- Audience development
- SEO/SEM
- Social media audits

EXPERIENCE

MANAGER, DIGITAL AD STRATEGY

ActionSprout / Denver, CO / September 2018 - September 2020

- Created & optimized ads on Facebook, LinkedIn, Twitter & YouTube
- Managed & produced content for nine social media accounts
- Reduced ad costs for clients using data-driven optimizations
- Provided technical support & ads training for ActionSprout users
- Managed ad budgets exceeding \$200,000

COMMUNITY OUTREACH SPECIALIST

Columbia Missourian / Columbia, MO / May 2018 - August 2018

- Analyzed the Missourian's website & social media performance using Google Analytics, Parse.ly, TweetDeck & Twitter/Facebook analytics
- Created engaging content for Facebook and Twitter
- Built and maintained relationships with community members to foster an open dialogue with the newsroom

ASSISTANT PRODUCER

Global Journalist / Columbia, MO / September 2017 - December 2017

- Secured guests from around the world for weekly news talk show
- Pitched stories on a variety of international issues
- Assembled background research on each weekly topic

DIGITAL STRATEGY/CONTENT INTERN

Weller Media Agency / Los Angeles, CA / May 2017 - August 2017

- Developed creative social media engagement and discovery strategies for music artists
- Provided statistical insight & recommendations to artists' teams through weekly digital marketing reports

EDITORIAL INTERN

Index on Censorship / London, United Kingdom / January 2017 - April 2017

- Produced web & print stories defending freedom of speech
- Gathered background research for articles and interviews