

# COURTNEY MANNING

MULTIMEDIA JOURNALIST

☎ 404-819-2746

✉ cemanning96@gmail.com

in [linkedin.com/in/courtneyemanning](https://www.linkedin.com/in/courtneyemanning)

## EDUCATION

### BACHELOR OF JOURNALISM

Emphasis in Convergence Journalism

Minor in Business

Certificate in Multicultural Studies

### University of Missouri

2014 – 2018

## SKILLS

- Social Media Management
- Data Analysis
- Microsoft Excel
- Video Shooting & Editing
- Adobe Creative Suite
- Google Analytics Certified
- Copywriting
- Public Speaking
- Campaign Creation & Management

## COURSES TAKEN

### CONVERGENCE REPORTING

Created multimedia story packages with social elements, infographics, broadcast-style videos, NPR-style audio, in-depth text pieces and photography for Missouri media outlets.

### CONVERGENCE EDITING & PRODUCING

Oversaw the planning and production of multimedia content as a project manager for teams creating story packages for local news outlets in Missouri.

### REPORTING, EDITING & MARKETING OF CONVERGED MEDIA

Worked with a team of journalists to improve social media literacy and audience engagement for a newspaper in Massachusetts.

## EXPERIENCE

### COMMUNITY OUTREACH SPECIALIST

*Columbia Missourian / Columbia, MO / May 2018 – August 2018*

- Created engaging and diverse social media content and wrote articles for Columbia's local newspaper
- Analyzed the performance of the Missourian's online articles and social content using tools such as Parse.ly, Google Analytics and Twitter/Facebook analytics and presented monthly reports containing feedback and advice to the newsroom
- Reached out to community members to encourage an open dialogue and cultivate a positive relationship between the newspaper and its audience
- Represented the Missourian at civic meetings and gave presentations to local organizations about the newspaper's initiatives

### ASSISTANT PRODUCER

*Global Journalist / Columbia, MO / September 2017 – December 2017*

- Booked international guests including activists, professors, journalists and artists for Global Journalist's weekly news talk show on underreported global news, press freedom and human rights issues
- Pitched stories on global issues, completed background research, wrote accompanying web content and created photo slideshows to provide compelling visuals during shows
- Provided detailed research and comprehensive outlines of program topics
- Researched, contacted and pre-interviewed potential guests
- Promoted shows and communicated with audience via social media

### DIGITAL STRATEGY/CONTENT INTERN

*Weller Media Agency / Los Angeles, CA / May 2017 – August 2017*

- Developed creative engagement and discovery strategies for established and emerging music artists using digital outlets and social platforms
- Provided statistical insight and recommendations through in-depth weekly reports in order to advise artists and their teams on the best digital marketing and growth opportunities for their individual goals
- Developed and implemented a focused tone of voice and channel strategy to support each client's campaign goals
- Developed and presented a full social media audit and proposal for a high-profile potential client to WMA's New York, Los Angeles and London offices

### EDITORIAL INTERN

*Index on Censorship / London, United Kingdom / January 2017 – April 2017*

- Worked with magazine and web editors to produce, research and write web and print stories relating to freedom of expression and threats to freedom of speech worldwide
- Edited and selected photos for online and print content
- Conducted interviews with contacts for print and web stories
- Updated Mapping Media Freedom, an interactive map that verifies threats, violations and limitations faced by the media throughout Europe
- Worked and helped plan several events around London relating to freedom of speech