

Samantha Manalac

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Summary

I am a brand storyteller with 4 years of experience in creating engaging social media and long-form content. My goal is to create impactful content that prioritizes key business objectives by utilizing effective growth tactics & approachable, concise copy.

Professional Work Experience

Social Media Coordinator | Mogo Finance Technology | Remote

Sep 2021 - Dec 2022

Mogo is a Fintech brand focused on helping Canadians achieve financial freedom and make a positive impact on the planet.

- Managed all @mogomoney social media content across Instagram, Twitter, TikTok, LinkedIn and Facebook, with a combined following of 67k using Sprout Social content management system.
- Evolved the marketing team's reporting process through proposing new benchmarks based on past performance and industry standards; presented multi-channel campaign results to the VP of Growth regularly.
- Increased the brand's TikTok following by 15%, maintaining a 10% engagement rate.
- Oversaw a company rebrand as well as the launch of MogoTrade.
- Sourced and oversaw a roster of 20+ freelance content creators, designers and influencers, keeping within a proposed budget of \$2000 per month for the creation of marketing assets.

Digital Marketing and Content Coordinator | Market One | Vancouver, BC

Feb 2021 - Sep 2021

Market One is Canada's leading full-service agency providing media and marketing solutions to public companies.

- Produced tailored social media content for clients across clean tech, health, and mining industries.
- Outlined, edited and published articles for 90+ clients across reputable financial news outlets including BNN Bloomberg and Financial Post to drive brand awareness and generate leads.
- Ran monthly Engagement, Follower and Traffic ads for clients on Facebook, Twitter, LinkedIn and Google.
- Created monthly social media reports to measure monthly engagement, followers and impressions as well as follower rates and engagement rates for each client.
- Managed key relationship with the Toronto Stock Exchange to create copy and run ads for several campaigns including "Views from the C-suite" and the "Venture 50" ranking.

Digital Marketing Coordinator | Tradable Bits | Vancouver, BC

Sep 2020 - Dec 2020

Tradable Bits is a technology start-up that helps sports and entertainment brands know their fans and market smarter.

- Increased average open rates by 5% and click rates by 2% of our bi-weekly newsletter by optimizing the copy and content strategy on all Mailchimp email communications.
- Led all communications and initiatives across social media channels using Hootsuite and maintained 20% MoM engagement on our main channel, LinkedIn.
- Drove branding activities and consistency in marketing communication by publishing copy and visual content for all external communications; including blog posts, social channels, and collateral.

Content Marketing Intern, Clean Energy | Generac Power Systems | Vancouver, BC

Sep 2019 - Dec 2019

Generac is a leading energy technology company that provides advanced power grid and solar battery storage solutions.

- Created B2B content for Pardot e-mail campaigns, web pages, blog posts and social and stayed on as a freelance copywriter after the end of the internship.
- Assisted in the launch of the company's acquisition and subsequent rebrand, including crafting the external announcement, updating website copy, and creating webinar material - ultimately driving 400+ leads.
- Acted as a marketing project manager for product and sales directors across North America, to update and send out rebranding communications for the company's apps and web portals reaching 5k+ installers.

Skills & Interests

Functional Skills: Content Strategy, Social Media Management, Social Media Analytics, Copywriting, Email Marketing.

Technical Skills: Sprout Social, Adobe Illustrator, Adobe Premiere Pro, MailChimp, Later, Hootsuite, Unbounce, Wordpress.

Interests: Avid literary fiction reader, workout class enthusiast, intermediate guitar player

Education

Simon Fraser University | Beedie School of Business | **Concentration:** Marketing | **Minor:** Communications