

GABRI MANNINO

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 <https://gabrimannino.com/>

EDUCATION

University of North Carolina
at Chapel Hill - Hussman
School of Journalism and
Media || 2020

*Advertising & Public Relations,
Geological Sciences Minor*

SKILLS

- Presentation skills
- Interviewing
- Qualtrics
- MailChimp
- Leadership
- Facebook Ads
- Google Ads
- SEMRush
- SEO
- Customer Service
- WordPress

ABOUT ME

I am a Lead Digital Strategist who spends the majority of my time implementing thoughtful, consumer-based insights.

EXPERIENCE

LEAD DIGITAL STRATEGIST

EVOLVE, INC. | JUNE 2020 - PRESENT

- Developed the framework of the agency's Digital Strategy Department
- Develop, create, execute and manage content
- Strategize, execute, and monitor PPC campaigns
- Research, curate, and uphold brand voices
- Manage multiple budgets

MARKET RESEARCHER

UNC REESE INNOVATION LAB | MAY 2019 - PRESENT

- Planned out the research approach
- Conducted Primary and Secondary Research
- Developed personas
- Created consumer-based insights and recommendations
- Monitoring Social media platforms
- Ideating/creating social platform content

MARKET RESEARCH ASSISTANT

500THZ, NORTH CAROLINA | JANUARY 2019 - PRESENT

- Analyzed qualitative research transcripts to find compelling insights and quotes for health care and B2B (manufacturing) clients
- Managed project logistics by scheduling interviews

STRATEGIST

ENVISION CAROLINA | MEJO 477 | AUGUST 2019 - DECEMBER 2019

- Social media campaign
- Created and distributed initial Qualtrics target market survey
- Analyzed survey to pull insights for creative brief
- Helped lead team discussion
- Ideated social media content

EVENTS AND SPONSORSHIP COMMITTEE

CRASH CAMPAIGN | APRIL 2018 - NOVEMBER 2019

- Mapped out the weekend event
- Sought sponsorships for food, beverages and promotional material
- Managed a \$5000 budget

STRATEGIST

EAST COAST GREENWAY | MEJO 373 | JANUARY 2019 - MAY 2019

- Utilized qualitative, quantitative, primary and secondary research
- Developed personas, and created consumer-based insights and strategy

RELEVANT COURSEWORK

INTRODUCTION TO DIGITAL STORYTELLING

SPRING 2018

- Learned how to use multimedia to tell a compelling story
- Conducted, filmed and edited a 3-minute interview using Adobe Premiere
- Designed a website using WordPress

ADVERTISING AND PUBLIC RELATIONS RESEARCH

FALL 2018

- Learned how to collect qualitative and quantitative Advertising and Public Relations data through primary and secondary Research projects
- Conducted individual interviews, a focus group, and an ethnography
- Created a survey using Qualtrics
- Pulled insights from data collected from each research method