



KAYLEE MANEEN

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EDUCATION

BOWLING GREEN STATE UNIVERSITY

Bowling Green, OH

- Bachelor of Arts
- Media Production and Studies Major
- Digital Media Management Minor

SKILLS

- Software Proficiencies:
 - Canva
 - Adobe Lightroom, Photoshop, and Premiere Pro
 - Final Cut Pro and iMovie
 - Pro Tools
 - TweetDeck, Planoly, Hootsuite, Sprout Social, Meta Business Manager, and LinkedIn Campaign Manager
 - Google Analytics
 - Flickr and SmugMug
 - Glean
 - Microsoft Word, Excel, Publisher, and PowerPoint
- Specialty Audio/Video Equipment:
 - DSLR and Mirrorless Cameras
 - Lavalier, Dynamic, and Condenser Microphones
- Live Production and Audio Studios
- BeReal, Facebook, Instagram, LinkedIn, Snapchat, Threads, TikTok, X, and YouTube

ACTIVITIES

- BC High Media Club, 2022-Present
 - Moderator
- BC High Yearbook Club, 2022-Present
 - Moderator
- BC High Graphic Design Club, 2022-2023
 - Moderator
- Alpha Omicron Pi Sorority, 2015-2019
 - Chapter President
- BGSU Social Media Team, 2015-2018
- Media Student Association, 2015-2017

PROFESSIONAL EXPERIENCE

DIRECTOR OF DIGITAL CONTENT, Boston College High School, Boston, MA

May 2022-Present

- Content preparation, creation, and execution for all social media channels including Instagram, Facebook, Threads, X, LinkedIn, and YouTube
- Developed and implemented a digital strategy to ensure the school's student-centered mission and values were reflected on its social media platforms
- Collaborated cross-departmentally to design robust, engaging social media campaigns focused on increasing school enrollment applications and furthering digital advancement donation efforts
- Increased total social media audience by 70% in two years
- Generated over 17.5 million impressions and over 1.4 million engagements in two years
- Managing a team of 25+ Student Social Media Managers for the school's House System, encouraging organic content and live event coverage on twelve student-run Instagram pages
- Liaison between school's various internal departments and outsourced photographers
- Preserving digital content securely and orderly within internal and external databases
- Mentoring Student Photographers, Student Videographers, and Student Social Media Managers for the school's 65 clubs and 69 athletic teams

ADJUNCT PROFESSOR, Bunker Hill Community College, Boston, MA

January 2024-May 2024

- Taught a Social Media Strategy hybrid course in the Visual & Media Arts Department
- Developed the course's curriculum and lessons
- Delivered lectures on topics such as Social Media Marketing, Content Creation, and How to Build a Social Media Strategic Plan
- Provided innovative student assignments with an emphasis on real-world experiences and hands-on learning

SOCIAL MEDIA SPECIALIST, Terrible Herbst, Inc., Las Vegas, NV

May 2022-January 2023

DIGITAL COMMUNICATIONS MANAGER, Terrible Herbst, Inc., Las Vegas, NV

March 2020-May 2022

- Content preparation, creation, and execution for campaigns on all social media channels including eighteen Facebook pages, nine Twitter accounts, eight Instagram pages, one LinkedIn page, and one TikTok account
- Programmed over two hundred digital contests and social media giveaways resulting in over 400,000 impressions
- Increased @terribleherbst Instagram page followers by 88% in one year, @whitecastlevegas Instagram page followers by 94% in one year, and started to grow six new accounts as company expanded with new casino, tavern, restaurant, and grocery store properties
- Gained over 2,000 new followers on the @terribleherbst TikTok account and 47,300 total likes with videos viewed over 475,000 times
- Increased LinkedIn page followers by 21% in one year
- Increased total Facebook page's followers by 11% in one year
- Increased total Twitter account's followers by 9% in one year

MEDIA INTERN, Caesars Entertainment-World Series of Poker, Las Vegas, NV

May 2019-August 2019

- Content preparation, creation, and execution for @wsop Instagram, Snapchat, and Twitter pages
- Conducted interviews with poker professionals, sports, and entertainment celebrities
- Managed content for WSOP website including player profiles, event updates, and live results
- Assisted with research and provided tournament information to media outlets
- Liaison between WSOP media and live reporting teams, Rio staff, and event officials

SOCIAL MEDIA INTERN, BGSU Marketing and Communications, Bowling Green, OH

May 2018-September 2018

- Content preparation, creation, and execution for @officialbgsu Instagram, @bgsualumni Instagram, and @officialbgsu Snapchat
- Realigned the @BGSUstuAffairs Twitter with brand standards and guidelines
- Live interaction with followers
- Created the "Falcon Question of the Day" Snapchat initiative
- Worked with BGSU Vice President of Student Affairs, @VPSAGibson, to increase Twitter presence daily