

## Vincent Manfrate

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## Skills

Paid/Organic Media Management (Facebook Ads, Instagram, Adwords, AdRoll), Content Calendar Creation, Copywriting, Journalism, PR, Blogging, Email Marketing Creation & Database Management (Mailchimp, Emma), Social Customer Engagement, Community Management, Wordpress, Event Photography, Photoshop, Google Suite, Microsoft Office Suite, Conversion Analytics, Team Management, On-Site & Remote Work Discipline

## Experience

FEBRUARY 2019 - PRESENT

### **O'Keeffe Creative, Salem, MA - *Freelance Copywriter***

- Developing creative strategies for brands across web, email, blog, and social.
- Writing long-form copy content in the form of blogs and features.
- Meeting and working with clients/colleagues to form brand image and voice.
- Reviewing, editing, and improving existing copy across all platforms.
- Creating and adapting "brand voice" per client guidelines and research.
- Updating copy to achieve relevance among trending topics.
- Researching various relevant topics to incorporate into copy in order to affirm brand objective.

FEBRUARY 2017 - PRESENT

### **Social Nova Events, Remote - *Marketing & Communications Manager***

- Creating brisk, interesting, engaging, and relevant promotional content and copy across social channels (Facebook, Instagram, Email).
- Utilizing word, image and video across content to create a consistent interest on all platforms.
- Adapting voice of copy to elevate content based on brand voice, relevant events, and topics.
- Managing up to 50+ events (ads, email, social) nationally at any given time with thousands in attendance.
- Monitoring and managing day-to-day advertising tasks using Facebook Ads, AdRoll and Google AdWords.
- Brainstorming events, content, concepts, and experiences to attract current and new demographics.
- Creating, analyzing, auditing, and optimizing ad data for best possible ROI.
- Maintaining efficient advertising budgets while creating quality promotional material.
- Researching, managing, and communicating with promotional media partnerships and social influencers.
- Engaging with a diverse range of customers via email and social media response (DMs and comments).
- Leading and training part-time/intern workers through day-to-day tasks (social, email, ad management).
- Receiving and giving constructive feedback to ensure successful events and team efficiency.
- Demonstrating discipline working remotely while completing all tasks with constant communication.

FEBRUARY 2015 - SEPTEMBER 2016

### **The Hippo Press, Manchester, NH - *Reporter & Photographer***

- Spearheaded the launch of the Seacoast Scene; a Hippo Press sister publication.
- Pitched, interviewed and wrote compelling, passionate articles using journalistic standards.
- Completed as many as 7 articles a week, with photo art, adhering to strict deadline.
- Collaborated with Editor to create quality published content, receiving and using constructive feedback.

- Collaborated with various local businesses, community leaders, and PR representatives.

AUGUST 2013 - OCTOBER 2015

**Greater Media, Inc. - Radio 9.29, Boston, MA - *Promotions Ambassador***

- Represented Radio 9.29's brand across various and diverse promotional events, ensuring quality.
- Collaborated with sales staff, promotional directors and clients, ensuring successful brand image.
- Engaged with Radio 92.9 listeners in a courteous, respectful and fun manner.
- Photographed all brand events for sales and social purposes.

**Education**

**Plymouth State University, Plymouth, N.H. - *B.A. Communications & Media Studies***