

NEIL McMANUS

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EDUCATION

Pennsylvania State University

Degree: (BS) Bachelor of Science in Telecommunications

State College, Pennsylvania

Graduated: May, 2015

EXPERIENCE

Fly Communications

Digital Marketing Intern

New York, New York

May 2012- August 2012

- Analyzed social media coverage for the New York Jets and American Express
- Presented social media strategy to senior management
- Researched consumer attitudes and demographics
- Wrote evaluations of prospective Fly clients

Say It With a Condom

Digital Marketing Intern

New York, New York

May 2014-August 2014

- Ran Google Adwords and Facebook marketing campaigns
- Created content to be shared on company's social media channels
- Lead transition growing company page's Facebook likes from 2,000 to 8,000
- Developed and executed email marketing strategies
- Wrote and edited press releases to be sent to media outlets
- Cold called potential clients throughout New York City

ADDITIONAL INFORMATION

Extracurricular:

Division III Penn State Hazleton Basketball, Penn State Club Varsity Basketball, THON participant

Skills:

Google Adwords, Google Analytics, Hootsuite, Yesware, Microsoft Office