

# Emmalee Manes

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## EDUCATION

2012 - 2016

LEE UNIVERSITY | BA Communications, Journalism | BA English, Creative Writing

*Graduated Summa Cum Laude, Newspaper Section Editor, Writing Internship NOOGAtoday*

## WORK

JAN 2022 - PRESENT

FREELANCE MARKETING MANAGER

### **CONSULATE-GENERAL OF JAPAN, US JET ALUMNI ASSOCIATION, NASHVILLE FILM FESTIVAL, COUNCIL OF KOREAN AMERICANS, KINDLING ARTS FESTIVAL**

- Develop and execute tailored marketing strategies for multiple clients, optimizing campaigns based on performance metrics and testing.
- Create compelling copy and oversee content production, collaborating with graphic designers and video editors to ensure impactful, cohesive, brand-aligned assets.
- Manage project timelines and deliverables, coordinating with teams to ensure smooth execution and timely completion of marketing initiatives.

APRIL 2022 - MAY 2024

SOCIAL MEDIA MANAGER → EVENTS & PROGRAMMING MANAGER

### **AIGA DESIGN (The Professional Association for Design)**

- Managed AIGA and Eye on Design social media channels, overseeing content strategy, ad campaigns, and copywriting for channels with over 1M Instagram followers and 500K on LinkedIn, driving brand awareness and increasing engagement after a period of stagnation.
- Executed iconic programs like the AIGA 50 Books | 50 Covers competition and the 365: AIGA Year in Design competition, coordinated virtual webinars, and contributed to National Graphic Design Conference programming.

JAN 2020 - JAN 2022

SOCIAL MEDIA COORDINATOR

### **CONSULATE-GENERAL OF JAPAN IN NASHVILLE**

- Managed all social media, growing Instagram from scratch to be the most successful consulate account in the U.S. with ~15% engagement rates.
- Created all content, including photography, graphic design, and videos.

JULY 2016 - SEPT 2019

ASSISTANT LANGUAGE TEACHER

### **TOYAMA BOARD OF EDUCATION (JAPAN)**

- Created and carried out lesson plans to fit the English curriculum of seven different courses at two public high schools in partnership with local Japanese English Teachers.

## EXPERIENCES

DIRECTOR

Toyama International Film Festival (2017-2019)

MANAGING EDITOR

TRAM Magazine (2017-2018)

## SKILLS

Google Analytics

Meta Business Suite

LinkedIn Campaign Manager

Later/Sprout/Sked Social

Web Content Managing

Email Marketing

Copywriting/Copyediting

Project Management

JLPT N3 Japanese