

Emily Manzanares

Dallas, TX

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PROFESSIONAL PROFILE

Creative and driving bilingual speaker with knowledge in Advertising and Brand Strategy. Strong in being organized, detail-oriented, and adaptable in rapidly moving environments, having experience in customer service, problem-solving, and diverse team collaboration. Passionate about business and design, bringing a creative mindset with a unique artistic perspective to every project.

CORE COMPETENCIES

Creative Thinker | Organization | Multitasking | Time Management

EDUCATION

Bachelor's in Arts (B.A.) in Advertising & Brand Strategy

University of North Texas, Denton, TX

Expected Graduation Date: December 2025

CERTIFICATIONS

Citi Program: Basic/Refresher Social and Behavioral Research

Spring 2025

Level 1 in Business Administration - Human Resources Assistant

Spring 2023

Level 1 in Retail Management

Spring 2023

Bloomberg Market Concepts (BMC)

Spring 2022

Microsoft Word (Microsoft 365 Apps and 2022 Office 2019)

Spring 2022

ADDITIONAL EDUCATION

A.A.S. in Business Management

Dallas College, Dallas, TX

Graduation Date: Spring 2023

HONORS & AWARDS

Chancellor's Honor Roll

Spring 2023 - Present

EXPERIENCE

Clearly Texas Magazine

March 2025 - Present

Social Media Marketing Intern

Gainesville, Texas

- Increased Instagram followers by 4371% and Facebook followers by 42% through consistent content creation and targeted social media strategies.
- Collaborated with a team of 6 to build brand awareness, boost social media presence, and drive magazine sales through seasonal issues.
- Developed and scheduled engaging social media posts, wrote and designed email newsletters, enhancing audience interaction and improving consumer engagement.

SWOOP Agency

January 2025 - Present

Copywriter

Denton, TX

- Co-developed a Hollywood-themed multichannel brand awareness campaign using personalized invitations, podcast social media shorts, and NFC tap cards, resulting in a 10% increase in open-house attendees and 75% over-the-year applicant interest.
- Conducted a comprehensive brand audit using internal and external research to highlight opportunities and areas of growth.
- Created an Integrated Marketing Communications Plan to unify messaging among various channels to enhance the campaign's effectiveness.

COMMUNITY INVOLVEMENT

Community Food Distributor, North Texas Food Bank

February 2023 – February 2023

- Loaded food and produce into vehicles for families in need, ensuring safe, quick services
- Recorded inventory data to monitor supply and demand while preparing food items and trays.
- Collaborated with a team to direct traffic for smooth delivery.