

Morgan A. Manella

300 E 34th St. New York NY 10016 • morgan.manella@gmail.com • 954-253-4302 • www.morganmanella.com

EDUCATION

Emory University

Atlanta, GA

- Bachelor of Arts in Journalism and Media Studies. GPA: 3.89
- Relevant Coursework: News reporting and Writing, Journalism History and Ethics, Digital Media, Health and Science Reporting, Magazine Writing, Communication Law, Introduction to Film, Introduction to Media Studies

May 2016

University College London

London, UK

- Selected to participate in the Emory University International Study Abroad Program

Fall 2014

WORK EXPERIENCE

AOL

New York, NY

Associate Programmer, Front Page News Editor for AOL.com

June 2016-Present

- Handle day-to-day editorial programming of articles, videos, photo galleries, and audio content for the homepage
- Lead the production of breaking news content by crafting and sending mobile app push alerts, livestreams, banners, desktop notifications and email newsletters
- Assist with SEO optimization and strategy
- Analyze metrics and optimize content for higher CTRs, PVs, DAUs and MAUs
- Develop website's political news strategy, coordinate promotion and packaging
- Redesign AOL.com homepage with small team
- Mentor young women interested in the technology/media industry as a member of the #BUILTBYGIRLS WAVE program

CNN

Atlanta, GA

Health and Medical News Unit Intern

January 2016-May 2016

- Researched and conducted interviews on health topics for written and televised pieces including Zika virus, traumatic brain injuries, nutrition, and recent scientific studies from major medical journals
- Wrote 22 top stories for CNNhealth.com
- Transcribed live interviews, press conferences, and breaking news quickly and accurately

Sharecare Inc.

Atlanta, GA

Communications Intern

May 2015-September 2015

- Managed Sharecare's social media presence on Twitter, Facebook, Instagram, Google+, LinkedIn, and Pinterest
- Assisted with production of weekly radio show on RadioMD by writing scripts, inviting guests, and managing live show
- Created a marketing campaign for Sharecare's AskMD on the Apple Watch
- Pitched "Sharecare University," a program designed to encourage college students to engage with the Sharecare platform

Stuntman PR

New York, NY

Intern

June 2014-August 2014

- Wrote press releases about upcoming events for clients
- Managed and maintained in-house social media accounts
- Conducted client searches and created in-depth Excel spreadsheets

WPLG Local 10 News

Miami, FL

Intern

June 2013-August 2013

- Wrote top stories and created slideshows for the news station's website, Local10.com
- Rewrote television scripts into stories for Local10.com and edited reporters' stories for TV using AVID software.
- Accompanied reporters during live shots

LEADERSHIP ACTIVITIES

Spoon University

Atlanta, GA

Editor-in-Chief and Co-Founder of Emory Chapter

January 2015-May 2016

- Brought chapter to Emory and established a team of 50 editors, writers, photographers, and marketers
- Reviewed, edited, and published articles submitted by writers each week
- Ran weekly content brainstorming sessions for entire team and assigned writers articles on food-related topics

HONORS AND AWARDS

- Phi Beta Kappa (2015)
- Grace Abernethy Scholarship, financial award from the Grace K.J. Abernethy Fund for excellence in journalism (2015)
- Emory University Dean's List (Spring 2013, Fall 2013, Spring 2014, Fall 2015)
- Miami Herald Silver Knight Honorable Mention in Journalism (2012)

PROFESSIONAL SKILLS

- Proficient in AP Style, AVID, iNews, CMS, Audacity, WordPress, ibPublish2, Photoshop, iMovie, Final Cut Pro, Facebook, Twitter, Instagram, Microsoft Word, Excel, PowerPoint, Outlook, Google Plus; Working knowledge of Spanish and Italian