

# VIRGINIA MANANDEG

## Marketing / Growth Ops Strategist

vmanandeg@ucmerced.edu | 916-882-5693 | linkedin.com/in/virginia-manandeg | virginia-manandeg.design

### SUMMARY

Creative marketing professional with 5+ years of experience driving digital and community-focused campaigns across entertainment, education, and lifestyle industries. Skilled in managing social media platforms, designing content, executing promotions, and analyzing engagement metrics. Adept at balancing multiple campaigns, collaborating with cross-functional teams, and delivering strategies that boost brand awareness and client loyalty. Passionate about helping brands grow in beauty, wellness, and lifestyle spaces.

### PROFESSIONAL EXPERIENCE

#### Morikot Ink,

February 2025 – Present

##### Marketing Strategist

- Owned social media voice & community management for multiple client accounts; created structured content calendars and brand-aligned campaigns.
- Built repeatable campaign templates and audience segments to cut campaign setup time by 35%.
- Increased response times by 40% through automation workflows, enhancing client engagement.
- Designed and optimized digital campaigns with UTM tracking to improve conversion funnel insights.

#### University of California, Merced

August 2020 – January 2025

##### Marketing, Assessment Website & Data Lead

- Managed web content (WordPress) and resolved plugin conflicts to ensure smooth digital presence.
- Designed dashboards and event workflows, reducing duplicate contacts by 50% and improving campaign targeting.
- Coordinated integrations across CMS, CRM, and analytics tools to streamline event promotions.
- Produced promotional materials, graphics, and email marketing templates for large-scale events.

#### University of California, Merced

October 2022 – May 2023

##### ASUCM Director of Communications

- Directed social media presence for 10K+ student audience; created CRM-aligned messaging flows and brand tone guidelines.
- Launched newsletter, digital campaigns, and community response playbooks to boost engagement.
- Coordinated visually appealing campaigns, graphics, and post-event recaps using tracked landing pages and UTMs.

### EDUCATION

#### B.S. Computer Science & Engineering

University of California, Merced

- Major: Computer Science and Engineering
- Minors: Management & Business Economics; Management Analytics and Decision-Making

### CORE SKILLS

- Social Media Marketing (Instagram, TikTok, Facebook)
- Content Creation & Design (Canva, Adobe Creative Suite, Generative AI Tools)
- Marketing Automation (HubSpot, Zapier, Google Ads, LinkedIn Ads)
- Email Marketing Campaigns & Newsletter Design
- Website Management (WordPress)
- Data Analytics & Reporting (Google Analytics, UTM Tracking, SQL basics)
- Event Promotions & Community Engagement
- Cross-functional Team Collaboration

### CERTIFICATIONS

- Adobe Marketing Specialist
- Adobe Generative AI Content Creation
- Google Project Management

### AWARDS

#### Legacy Award

University of California, Merced | Margo F. Souza Student Leadership Center · April 2023

#### People's Choice Award Division 2

National Association for Campus Activities | February 2020