

# Samantha Manuzza

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## Experience

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### **Digital Media Management (DMM), NBC Late Night Programming** 01/2026 to Present

#### ***Digital Content Producer***

- Contribute to social production process from start to finish: ideation, execution, and posting for NBC Late Night programming: Saturday Night Live (Season 51) and Late Night with Seth Meyers (Season 13)
- Write scripts, storyboard, and participate in shoots to capture video and still content for all social media platforms
- Collaborate daily with social, marketing, strategy, and creative leads, as well as show teams, to create content for each platform that meets the business goals while maintaining the legacy brand image and voice
- Develop, design, and post SNL's Instagram stories before, during, and after the live weekly broadcast

### **Social Media & Content Strategy Team, MS NOW (MSNBC)- Versant** 01/2024 to 12/2025

#### ***Content Producer***

- Produced original content and identified breaking news for MS NOW's network social media accounts & digital platforms
  - Personally garnered over 800 million views on TikTok of the account's total 5 billion video views in 2024 and 2025
- Creator of the MSNBC TikTok account's first series, #MSNBCAsks, where we spoke with voters about current and controversial topics around the country through my own interviews and campaign embeds
  - For the first video I completed in the series, we received 2.5 million video views, gaining over 85,000 followers overnight
- Recorded, analyzed, and reported account analytics across all platforms, focusing on improving engagement and growth
- Built, promoted, and monitored daily YouTube livestreams, collaborating with the YouTube distribution team

### **Yasmin Vossoughian Reports, MSNBC- NBCUniversal** 02/2023 to 01/2024

#### ***Social Media Producer, Anchor Production Assistant***

- Produced and posted relevant & newsworthy content from weekend broadcasts to the official @yasminMSNBC social media accounts (X, Instagram, & TikTok) and Yasmin Vossoughian's social accounts to grow her personal brand
  - Managed a 70% spike in weekly X (Twitter) impressions and a 331% increase in TikTok video views in 2 months
- Pitched fresh story ideas daily, as well as utilized strong editorial judgment to cultivate a one-stop news experience
- Oversaw two interns: assigned projects, compiled social media analytics, and reported trends weekly to improve the account's engagement and promote growth while educating and training potential incoming NBCUniversal employees

### **The Katie Phang Show, MSNBC and Peacock- NBCUniversal** 11/2021 to 02/2023

#### ***Anchor Production Assistant, Social Media Producer***

- Created and posted relevant content from live perspective show to the official @katiephangshow social media accounts (X, TikTok, Instagram, & Facebook) every day, as well as posting to Katie Phang's personal social media accounts
  - Managed four platforms daily, generating thousands of followers and engagement, including over 1 million likes on TikTok and an average weekly X (Twitter) engagement of 1.2 million impressions in less than 1 year
- Compiled social media analytics and reported trends weekly to improve the account's engagement and promote growth
- Assisted Bookings Producer with guest bookings weekly through correspondence with potential guests and conducting pre-interviews to assist show producers and better understand the scope of stories covered

## Education

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### **The Pennsylvania State University - University Park, PA**

B.A. Broadcast Journalism, A.A. Sociology, A.A. Global Studies

Dean's List: 2017-2021

## Awards and Nominations

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- Webby Award Winner (2025) for General Social, in the News & Politics category
- Shorty Award 3-time nominee for 2024 TikTok presence, YouTube presence, and News & Media in the Industry category
- Shorty Award 2-time nominee for 2025 TikTok presence and YouTube presence for MS NOW digital content

## Skills

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Social Media Platforms (TikTok, Instagram, YouTube, X, Threads, Bluesky, Snapchat, Facebook) | Video Editing | Script and Caption Writing | Content Creation | Premiere Pro | Figma | Canva | CapCut | Talent Relations | Adobe Creative Cloud | Hair and Makeup