

Samantha Manuzza

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Experience

Social Media & Content Strategy Team, MSNBC - NBCUniversal

01/2024 to Present

Content Producer, Graphics Production Assistant

- Produce original content and identify breaking news for MSNBC network social media accounts and digital platforms
 - Personally garnered over 500 million views on TikTok of the account's total 3 billion video views in 2024
- Creator of the MSNBC TikTok account's first series, #MSNBCAsks, where we speak 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
- Record, analyze, and report account analytics across all platforms, focusing on improving engagement and growth
- Oversee team interns: assign projects, teach, and emulate best social media practices

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 to better understand the scope of stories covered

Barstool Sports (@psubarstool) Direct Affiliate

04/2019 to 08/2020

Social Media Intern and On-Camera Personality

- Created and edited video content for all utilized social media platforms: X (Twitter), Instagram, and TikTok
- Creator/co-host of #GirlysonGameday weekly video segments
 - Generated more female awareness for all platforms; female audience among the 300k+ total followers more than doubled from 2019-2020, where over 60% of all new followers across 3 platforms were women

Education

The Pennsylvania State University - University Park, PA

B.A. Broadcast Journalism
A.A. International Studies
A.A. Sociology

GPA: 3.6
Dean's List Fall 2017-2021

Awards

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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

Skills

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