

Samantha Manuzza

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Experience

Digital Media Management (DMM), Talent Services

05/2026 to Present

Social Media Producer

- Plan, shoot, and edit high-quality social media content using iPhone, including photos, short-form videos, and stories
- Capture authentic, on-brand moments in real time, with a strong eye for composition, lighting, and storytelling
- Stay up to date with social media trends and platform-specific content formats (Instagram, TikTok, YouTube Shorts, etc.)
- Lead and optimize day-to-day operations of projects including management of timelines, deliverables and logistics
- Create & maintain relationships with talent and production onsite and online, being a resource for strategy and optimization

Digital Media Management (DMM), NBC Late Night Programming

01/2026 to 05/2026

Digital Content Producer

- Contributed 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)
- Wrote scripts, storyboarded, and participated in shoots to capture video and still content for all social media platforms
- Ensured compliance with NBC quality standards for deliverables through quality assurance of all digital content
- Collaborated daily with social, marketing, strategy, and creative leads, as well as show teams
- Developed, designed, and posted 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

Digital 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

The Katie Phang Show, Yasmin Vossoughian Reports, MSNBC- NBCUniversal

11/2021 to 01/2024

Social Media Producer, Anchor Production Assistant

- Managed six social media platforms daily, produced and posted relevant content to official @katiephangshow and official @yasminMSNBC accounts, as well as posting to anchors' personal social media accounts
 - 2021-2023: Generated over 1 million likes on TikTok and average weekly X engagement of 1.2 million impressions
 - 2023-2024: Generated 70% spike in weekly X (Twitter) impressions and a 331% increase in TikTok video views
- 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.
- 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

Education

The Pennsylvania State University - University Park, PA

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

Awards and Nominations

- Webby Award 3-time Winner (2026) for Best Overall Social Presence, Best Use of Vertical Video for Saturday Night Live
- Webby Award Winner (2025) for General Social, in the News & Politics category for MS NOW
- Shorty Award 2-time nominee (2025) TikTok presence and YouTube presence for MS NOW
- Shorty Award 3-time nominee (2024) TikTok presence, YouTube presence, and News & Media in the Industry category

Skills

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