

# AVA C. MANNINO

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## EXPERIENCE

### **Food Science, LLC: Natural Dog Company, VetriScience**

**November 2024 – Present**

*Creative Strategist & Producer*

*Charlotte, NC*

- Manage influencer and affiliate programs from outreach to content tracking, driving performance across paid and organic channels
- Recruited and managed creators whose ad content has generated over \$5,000 in revenue through performance-driven partnerships
- Lead UGC campaigns and organic social strategy to support product launches, evergreen storytelling, and monthly promotional priorities
- Create high-converting paid ads for Facebook, Instagram, and TikTok, directly generating over \$10,000 in revenue
- Collaborate with media buyers to refine paid performance based on ad engagement and conversion data
- Determine monthly promotional strategy for new launches and evergreen products, informing content across social and email channels
- Lead creative strategy for email marketing; since taking over, have increased email revenue by 25% through optimized visuals, messaging, and timing
- Partner with external email agency to align creative direction, calendar planning, and brand consistency
- Write detailed creative briefs that double as SOPs for influencers, email partners, and internal teams

### **Kate's Real Food**

**June 2020 – October 2024**

*Social Media Marketing Manager*

*Jackson, WY*

- Engaged with online communities across Instagram, Facebook, Pinterest, and TikTok - increasing engagement rates and growing followings by over 50%
- Planned monthly content calendars around campaigns, using Canva and Sprout Social; produced organic photo and video content to stay on trend and humanize the brand
- Developed social media strategies for product launches and brand campaigns, using engagement and conversion metrics to optimize performance
- Managed ambassador program of 160+ creators - driving over \$50K in redemptions through regular communication, creative support, and performance incentives
- Led execution of paid influencer and retail partnerships, from outreach to creative decks and deliverables - resulting in a 170% increase in reach
- Facilitated branded giveaways with CPG partners - managing outreach, content creation, product gifting, and tracking success through engagement, follower growth, and conversions
- Streamlined event logistics and product donation efforts - distributing ~30,000 unsellable bars/month to reduce waste and boost sustainability initiatives
- Partnered with operations and sales teams to fulfill orders for events, PR, affiliates, and ambassador campaigns, ensuring timely and accurate deliveries
- Designed and executed promotional and educational email campaigns in Klaviyo - crafting copy, visuals, and nutrition-forward content to drive engagement and retention

## EDUCATION

### **Quinnipiac University - School of Business**

**May 2020**

*Bachelor of Science in Marketing*

*Hamden, CT*

## SKILLS & INTERESTS

**Skills:** Google Workspace, Microsoft Suite, Meta Ads Manager, Aspire, Asana, CapCut, Figma, Sprout Social, Klaviyo, Shopify

**Interests:** Cooking, Baking, Reading, Writing, Pilates & Weight Training, My French Bulldog