

AVA C. MANNINO

avacmannino@gmail.com

[LinkedIn](#) [Portfolio](#)

914.481.7782

EXPERIENCE

Food Science, LLC: Natural Dog Company, VetriScience
Creative Strategist & Producer

November 2024 – Present
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

Social Media Marketing Manager

June 2020 – October 2024
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
Bachelor of Science in Marketing

May 2020
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