

# Mani O'Brien

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📍 Los Angeles

Social media director with a design background and passion for creative storytelling seeks long-term relationship with forward-thinking company.

## EXPERIENCE

### Asst. Director of Marketing

FIDM/Fashion Institute of Design & Merchandising  
Los Angeles | March 2010 – present

▪ Shape FIDM's brand image across FIDM's social media accounts including Instagram, Snapchat, Tumblr, Twitter, Facebook, YouTube and blogs to engage Millennial fans

▪ Produce written, graphics and video content including social media "takeovers," contests, live-streaming videos, blog posts, Twitter chats, Snapchat Stories and YouTube videos, leading to 300% increase in fans/followers over three years

▪ Conceptualized, launched and currently manage FIDM's 30-member student brand ambassador program (students and alumni who volunteer to document their FIDM experience via social media)

▪ Direct programs and campaigns to leverage relationships with fashion brands such as BCBG, GUESS, Hot Topic and TOMS Shoes, and bloggers/influencers such as Kimora Lee Simmons, Will.I.Am., Jeffree Starr, Lindsey Hughes, Dani Song, Nick Verreos, and Pamela Skaist-Levy

▪ Lead a staff of 32, including coordinators, writers, designers, developers, videographers and photographers to conceptualize, implement and measure marketing and publicity campaigns for FIDM, including events, email, social media, digital ads, video and print

### Social Media Marketing Manager

March 2013 – Dec. 2015

### Online Editor, FIDM Digital Arts Blog

March 2010 – March 2013

## OTHER EXPERIENCE

**Blogger** | SocialMediaRepublic.Org (2016-2017)

**Brand Consultant** | Freelance (2010-2015)

**Business Development Sales** | Paychex (2006-2008)

**Sales Manager** | Windsor Fashions (2001-2006)

## EDUCATION



Arizona State University

Tempe, AZ | Grad year: May 2006

**B.A. Print Journalism (Magazine Writing)**

Minor: Women's Studies



Fashion Institute of Design & Merchandising  
Los Angeles, CA | Grad year: March 2010

**A.A. Graphic Design**

## RELEVANT SKILLS



Strategic, analytics-driven approach to social media content



Innovative leader who pursues constant learning and iteration



Thrives in collaborative environment with multiple stakeholders



Graphic design, web design, sales, and fashion background



Top-notch content strategist focused on community and culture



A resourceful, proactive and creative project manager