

AUDREY ROSE MCMANUS

DIGITAL CONTENT &
STRATEGY

CONTACT

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PROFILE

I am an audience-minded digital communicator specializing in using strategy and design to create seamless, meaningful content. I currently work in progressive advocacy, and I am pursuing a master's degree in media.

SKILLS

Headline writing | Wireframing
Social media | Push notifications
UX and UI writing | Research
Audience & user advocacy | AP Style
Line editing | Writing microcopy
Storyboarding | Digital strategy
Leadership | Fundraising

TECHNOLOGY

Social media	●●●●●
Wordpress, other CMS	●●●●●
Adobe Creative Suite	●●●●●
Google & FB analytics	●●●●●
Tableau & Data Viz	●●●●●
iOS app design	●●●●●
Wireframing	●●●●●
HTML	●●●●●

EXPERIENCE

CENTER FOR AMERICAN PROGRESS DIGITAL MEDIA ASSOCIATE | AUG 2017 - PRESENT

Plan, write & design digital products, including microsites, graphics, animations, gifs, videos and social content, in collaboration with issue-specific teams | Advocate on behalf of users and audiences | Evaluate digital products and distribution strategies for efficacy and usability

THE PALM BEACH POST

DOW JONES NEWS FUND DIGITAL INTERN | JUNE - AUG 2017

Planned and wrote push notifications, social posts | Managed homepage, headlines | Created, managed digital content to suit audiences | Evaluated strategy via analytics

COLUMBIA MISSOURIAN

COPY EDITOR, PRODUCER | AUG 2014 - MAY 2017

Managed a team of copy editors to ensure clean print and digital content | Line-edited and wrote headlines
Visualized data | Reported on enterprise beat

POLITIFACT

DIGITAL STRATEGY CONSULTANT | JAN - MAY 2017

Collaborating with a team, developed a content and events strategy for the fact-checking website in order to introduce a new revenue channel | Placed third in the Center for the Digital Globe's business plan competition

THE KANSAS CITY STAR

DOW JONES NEWS FUND EDITING INTERN | MAY - AUG 2016

Line-edited digital and print content | Wrote headlines for digital and print products | Managed and contributed to social media accounts in collaboration with other teams

POLITICO EUROPE

PRODUCTION INTERN | MAY - AUG 2015

Created interactive and static graphics accompanying stories | Pitched and created graphics-based articles
Managed CMS and homepage | Line-edited

EDUCATION

MASTER'S OF JOURNALISM — 2018

BACHELOR OF JOURNALISM — 2016

University of Missouri

HONORS: President, ONA Mizzou | Mentor, Women in Media
Walter Williams Scholar | Dow Jones News Fund intern

RESEARCH: Focuses on critical tensions in journalism between editors, audiences and revenue