MORGAN MANTILLA

CONTENT CREATOR

COVER LETTER

As a storyteller who specializes in bringing visions to life, I understand the importance of setting the stage for what's to come. That being said, I'm providing some supplemental information on my personality and workplace persona to fill in the informational gaps and begin connecting with my potential new employer.

WHAT MAKES ME TICK

I'm motivated by **ideas**, **creativity**, and the simple desire to be myself. I consider perfectionism to be my professional vice. **Imagination** is my superpower. Armed with emotional intelligence, **strategic thinking**, and **resourcefulness** I'm able to forge unusual connections in order to keep a project moving forward and on-brand.

WHAT KEEPS ME PRODUCTIVE

Trust is paramount. I need to trust, respect, and feel confident that those around me share my ambition and understand their role in growing the business.

Clear expectations. I appreciate environments that clearly communicate what they need. Knowing, the how, why, and to what end gives me autonomous freedom to fully showcase my expertise.

Open communication. I value having the ability to check in with my colleagues and bosses. Having an open stream of information allows me to move smoothly through my tasks.

ACTIVE ARTIST

Creating is my natural state, whether it's writing, conceptualizing, graphic designing, etc. I'm always actively producing things. I like to be proactive, think ahead, and work in a fast paced environment.

PERSONALLY SPEAKING...

Myers Briggs	ENFP *"The Campaigner"*
Hobbies	Painting, dancing, and jewelry making.
Guilty Pleasure	Buying things I don't need at Target.
Snack Vices	Popcorn & Trader Joe's Candied Pecans.
Pet Preference	I have a major soft spot for birds. My little parakeet is surprisingly cuddly and can say words.
Life Station	The "Wild-Child" baby of the family.
Idols	Tyen & Damon Albarn.

CONTACT ME

818.584.1449 | morganmantilla@gmail.com | LinkedIn Profile | Portfolio

MORGAN MANTILLA

CONTENT CREATOR

ABOUT ME

Creative thinker and collaborative non-conformist with a fresh voice for storytelling. Experience in content creation, media, production, photography, campaign strategy, and event production. Serve as a tangible outlet for imagination, bringing visions to life in print, film and online mediums. 2019 Recipient of the Student American Advertising Award.

SKILLS AND TECH

Content Creation • Photography • Copywriting • Brand Development • Marketing Strategy • Media Relations • Graphic Design • Creative Strategy • Writing • Research • Public Relations • Advertising • Project Coordination • Microsoft Office • Google Drive • Photoshop • Illustrator • Event Production • Fluent English & Spanish • Intermediate Italian

WORK BACKGROUND

Creative Director, Photographer, & Writer

MOVEKII CREATIVE | LOS ANGELES, CA | JANUARY 2017 - PRESENT

- Assistant Creative Director for BASIC Magazine: feature photoshoot with Tess Holliday.
- Fashion, editorial, and portrait photographer. Specialties include: lighting, extensive knowledge of Photoshop, composing compelling images through a combination of shadow play and movement, and connecting with subjects to reveal their essence.
- Feature Interview Writer for HotRollerGirl Productions: Kristin Longstreet, Eyliana Gibson, Francisca Morones, Sarah Bramham.
- Feature Interview Writer for BASIC Magazine: Tess Holliday, Braylen Brooks, Louis Carreon, Zero Waste Karen Glass, Jasmine Thompson, LA Fashion Week Fall/Winter 2019 (Casanova, Aya by DK, Romy Collection, Nicholas Mayfield).

Content Creator & Account Manager

SOMETHING SOCIAL | LOS ANGELES, CA | MARCH 2020 - APRIL 2020

- Created original content for the social media channels of clients ranging from small businesses to celebrity talent. This included conceptualizing, graphic designing, copywriting, and sometimes photographing content for the client.
- Organized content calendars for client approval that pitched content for 3 weeks at a time.
- Managed and curated the client's feed to define and maintain their distinct visual style, tone of voice, and brand identity.
- Created detailed reports of social media campaigns and results, using data from a number of resources.

Publicist & Course Instructor

W.O.M PUBLIC RELATIONS | LOS ANGELES, CA | JULY 2019 - MARCH 2020

- Identified and built relationships with potential new clients who were well matched to WOM's mission statement and areas of expertise.
- Directly managed publicity for clients on a project-based or ongoing basis. Created publicity plans and developed strategy, assisted with brand development, pitched client to the media, arranged publicity opportunities such as events, trained client on media relations, and fulfilled other traditional PR roles.
- Designed and created the DIY Press Release online video course for WOM. Handled every aspect of execution from crafting the course content and quizzes, to producing the videos, to editing the material.

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CONTENT CREATOR

Assistant to the Founder & CEO

CRISTINA BERIO PRODUCTIONS | LOS ANGELES, CA | MAY 2018 - JULY 2019

- Provided administrative support with check processing, and tax documentation.

Assistant to the Founder & Editor in Chief

BASIC MAGAZINE | BEVERLY HILLS, CA | MAY 2017 - AUGUST 2017

Supported EIC with all aspects of operating BASIC Magazine.

- As a Contributor to the Fall 2017 Rebel Issue, creative directed the photo shoot & wrote the interview of Tess Holliday.
- Wrote interviews published to the BASIC Website featuring designers, musicians, models, and visual artists.
- Researched and sourced emerging designers and artists for features in upcoming issues.
- Liaised with editors, stylists, talent, and venue management to ensure a smooth and successful execution of events.
- Acted as the gatekeeper and primary point of contact with vendors, collaborators, and sponsors, while working on the Rebel Issue.

Communications Intern

COLDWELL BANKER SMART PROPERTIES ITALY | ROME, ITALY | JANUARY 2016 - MAY 2016

Created content for the brand and assisted with communication collateral.

- Wrote weekly blog posts about the expatriate's experience of Italian culture for a readership of foreign real estate investors, and served as photographer to provide accompanying art.
- Assisted to create marketing collateral for English-speaking investors.

ACADEMIC BACKGROUND

California Lutheran University **2018**

Bachelor of Arts in Communication | Emphasis in Advertising/Public Relations | Minor in Religion

Richmond, The American International University in Rome **2016**

Study Abroad | Fashion and Media Studies

New York Institute of Photography **2014**

Certificate of Completion | The Complete Course in Professional Photography

AWARDS & ACHIEVEMENTS

2019 Student American Advertising Award, Award for Excellence in Features Photography, Award for Outstanding Achievement in Original Religious Studies Research

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