

Monina Wagner

(440) 320-1118 | me@moninawagner.com | [linkedin.com/in/moninaw](https://www.linkedin.com/in/moninaw)

Profile

Marketer. Creative. Journalist. My diverse background prepared me to plot bold strategies for brands looking to address complex problems. With a strong belief in the power of storytelling, I deliver results with ingenuity, simplicity, and human connection.

Experience

CREATIVE DIRECTOR | TWIST CREATIVE | NOVEMBER 2022-PRESENT

- Led dynamic team of five writers and graphic designers in a fast-paced environment.
- Directed creative plans that drive consumer engagement and quantifiable growth and drive revenue.
- Drafted brand strategy and positioning and translate it into clear, audience-centric messaging.
- Conceptualized, wrote, and edited persuasive copy for cross-channel campaign assets, including case studies, thought leadership pieces, broadcast commercials, web copy, social media, and email.
 - Developed new identity for faith-based private school. Launched strategy that included marketing campaign with paid, owned, and earned media which generated click through rates more than double the industry standard and resulted in a 25% increase in high school applications.
 - Designed marketing campaign to support nonprofit's annual fundraiser, which included direct mail efforts that expanded the organization's potential donor base and saw a 20% boost in donations.
 - Authored brand strategy and refreshed identity that increased online loan applications and achieved 15% increase in conversion for higher education financial services client.

COMMUNITY MANAGER | CONTENT MARKETING INSTITUTE | 2014-2022

- Executed content strategies that drove optimal community participation and drove delegate revenue.
 - Produced and distributed content across various brand channels, including CMI blog and social media platforms.
 - Launched and led the CMI Mentorship Program to focus on career advancement of marketers from underrepresented communities.
 - Grew brand presence on Slack 200% 12 months after launch.
 - Managed multiple fundraising events at annual conference, resulting in a 420% increase in proceeds benefiting local charities.

COMMUNITY MANAGER | MARCUS THOMAS LLC | 2011-2014

- Reporting to the Vice President of Public Relations, created global social strategies for a portfolio of brands.
 - Produced two-day live event on social media, generating 190 million impressions and resulting in 700,000+ minutes video watched. Secured and managed three nationally recognized influencers to assist in the launch of new B2C product. Resulted in coverage in Bulldog Reporter.
 - Identified a CPG client's competitor's misstep through active social listening. Collaborated with design team on social media response that garnered over 116 million impressions and resulted in coverage by CNN, MSNBC, Ad Age, and Huffington Post.
 - Coordinated partnerships with four celebrity influencers for social media campaign promoting a CPG client. From conception to final voting, the campaign garnered 60,000 visits to brand Facebook page and generated more than 74 million impressions.

MEDIA RELATIONS MANAGER | CLEVELAND CLINIC | 2010-2011

- Reporting to the Senior Director, Corporate Communications, created strategic communications plans and programming to support key clinical areas.
- Pitched earned media opportunities to elevate awareness and position physicians as experts. Key placements: ABC News, NPR, CBS Radio, CNN, *Women's Health* magazine, and Sirius XM Radio.

Additional Experience

NEWS ASSIGNMENT MANAGER | WEWS-TV | 2007-2010

- Oversaw newsroom operations — producing and managing content for broadcast TV news, website, and social media. Developed story ideas for reporters and photojournalists.

Education

B.A. Communication | Loyola University Chicago

Outside Passions & Volunteer Service

- Disney Parks planDisney Panelist, Walt Disney World Resort
- Associate Board Member, Recovery Resources
- Volunteer Digital Media Specialist, St. Ladislav Catholic Church