

## MONINA WAGNER

**WHO I AM** Community builder. Strategic thinker. Self-starter. Decision maker. Passionate about creating a better, more inclusive world. I drive results with best-in-class community management. I bring people together with 30-second sound bites and 280-character posts. I create content to foster long-lasting relationships. I earn the trust of stakeholders, developing meaningful connections with them.

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### MY WORK

#### COMMUNITY MANAGER

##### CONTENT MARKETING INSTITUTE, AN INFORMA COMPANY

2014 - Present

I am responsible for facilitating online and offline initiatives that grow audience engagement, promote CMI's properties, and drive delegate revenue. This includes the development of content for various brand platforms and blogs. I have strategic, tactical authority over all brand social media platforms.

- Execute plan that aligns with the organization's marketing plans and drives optimal participation.
- Oversee editorial calendar, production, and reporting for all online posts.
- Be the trusted liaison between brand and influencer communities, driving conversation. Insights are considered when shaping and evolving future initiatives.
- Provide consultation and technical support to internal team to meet established social media goals.

#### ACHIEVEMENT HIGHLIGHTS

**Activated Community for Social Good.** Organized and managed several fundraisers at Content Marketing World, resulting in 420% increase in funds benefitting local charities.

**New Community Growth.** Grew brand presence on Slack 200% in 12 months. Community strength attributed to initiatives including a platform-exclusive book club.

**Noteworthy Speaking Engagements.** Content Marketing World, YouToo Social Media Conference, MediaCLE

**Accelerated D&I Efforts.** In development stages of new project to promote diversity and inclusion in the industry.

## **COMMUNITY MANAGER**

### **MARCUS THOMAS LLC**

2011 - 2014

As a member of the Public Relations team, I assisted with the creation of global social strategies for a portfolio of brands. I worked closely with clients across many verticals (CPG, B2B, nonprofits) to develop a point of view. Our community-centric approach cultivated brand growth and customer acquisition.

#### **ACHIEVEMENTS HIGHLIGHTS**

**Awards.** Campaign Awards. Grand Prize Digital/Social Communications Campaign of the Year, Bulldog Awards and Winner, Best Use of Video, PR Daily's Social Media Awards

**Key Media Placements.** Outlets such as MSNBC and Huffington Post.

## **MEDIA RELATIONS MANAGER**

### **CLEVELAND CLINIC**

2010 – 2011

As a key member of its Corporate Communications team, I represented the Cleveland Clinic to external media sources, raising its international visibility. I provided consultation to physicians, researchers, and caregivers for interviews, ensuring they protect the organization and promote its image in a proper, coordinated, and consistent manner. I developed and executing a comprehensive, proactive media plan in accordance with hospital goals, objective, and priorities.

#### **ACHIEVEMENT HIGHLIGHT**

**Key Media Placements.** Outlets such as ABC News, NPR, CBS Radio, CNN, Women's Health Magazine, and Sirius XM Radio.

## **ASSIGNMENT MANAGER**

### **WEWS-TV**

2007 – 2010

Oversaw all news desk operations. Conceptualized and supervised news coverage. Assigned reporters and photographers to daily stories, setting staff expectations, and holding them accountable. Produced news content for station website and contributed to its global footprint and social media ecosystem.

## **PLANNING EDITOR**

### **WKYC-TV**

2005 – 2007

Produced social media content on various station platforms including Twitter and Facebook. Driving force behind the creation of NorthCoastMoms.com, a corporate website devoted to Cleveland-area parents. Coordinated broadcast coverage for high-profile events including Dew Games (2007), Vice Presidential Debate (2004), and the International Children's Games (2004). Spearheaded newsroom Election coverage, including but not limited to, candidate visits prior to Election Night, local issue analysis, rundown of exit polls, and election results.

**ASSIGNMENT EDITOR**

**WJW-TV**

2002 – 2005

**WKYC-TV**

1999 – 2001

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MY EDUCATION

**1999 • LOYOLA UNIVERSITY CHICAGO**

Bachelor of Arts - Communications

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MY OUTSIDE

PASSIONS

**ASSOCIATE BOARD MEMBER • RECOVERY RESOURCES**

The Associate Board promotes the mission, goals, and objectives of the organization through community outreach and fundraising efforts.

**DISNEY PARKS PLANDISNEY PANELIST • WALT DISNEY WORLD**

The Disney Parks Moms Panel, now known as planDisney, serves as an online forum to assist guests with vacation planning. I was selected after an international search to represent the brand, sharing personal insight through blog posts and broadcast and print media opportunities.

**VOLUNTEER • HOSPICE OF THE WESTERN RESERVE**

Hospice of the Western Reserve provides palliative and end-of-life care, caregiver support, and bereavement services. As a volunteer, I have offered office support, served as a Keynote Speaker, as well as Chair of its annual fundraising walk.

**VOLUNTEER SOCIAL MEDIA CONSULTANT • ST. LADISLAS CHURCH**

I work with parish staff to capture moments that best exhibit the church's story mission.