



# FATIMA A. BANGURA

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## CONTACT

(872) 212-3845

bangura.fatima@gmail.com

Currently based in Chicago, IL

## EXPERIENCE

### **HYATT HOTELS CORPORATION** | Associate Manager, Social Media

Chicago, IL | August 2021 – Present

- Concept and publish 20+ posts monthly for Hyatt corporate and Hyatt All Inclusive brand social channels
- Spearhead content differentiation by platform: leveraging vertical UGC on Instagram, & infographics and threads on Twitter
- Assist with paid media management for ongoing monthly Pinterest and LinkedIn campaigns for Hyatt corporate brand
- Project-manage external agencies on creative development for loyalty marketing campaigns and conversion goals
- Prep creative brief and shot list for content creators hired for influencer marketing campaigns via PopPays platform
- Cross-functional collaboration across marketing, brand comms, HR, and DE&I to amplify company-wide initiatives on social
- Pull monthly, quarterly reports for global brand leads using metrics and summarizing insights from Sprinklr CXM platform
- Community management: Flag customer service needs to Global Care Center & monitor comments amid international crises

### **NEWSNATION (WGN AMERICA)** | Social Media Manager

Chicago, IL | January 2021 – May 2021

- Rebranded WGN America digital presence, social accounts and talent bios to NewsNation by March 1 launch
- Obtained and verified social media pages for shows in conjunction with programming premieres
- Created and published daily editorial & platform-specific visual assets for NewsNationNow social channels
- Reported weekly platform growth, daily content output and paid activity via email & within editorial meetings
- Oversaw addition of 4,000+ new followers on each branded Facebook, Twitter, Instagram and YouTube account during term
- Copy edited headlines, social media posts, video captions and metadata for SEO to increase SERP visibility
- Responded to community feedback, DMs, mentions & moderated other online conversations to help grow fan bases

### **WXYZ-TV 7 ACTION NEWS** | Digital Content Producer

Detroit, MI | June 2018 – January 2021

- Social listening: Aggregate stories from trending social media chatter to promote shareability among audience
- Utilized SEO, keywords, A/B testing, tags to increase article visibility, clicks and pageviews on at least 15 articles written daily
- Live streamed, slated video to OTT and news mobile app using Seymour, Teradek & Softron software for cord-cutter consumers
- Grew social media accounts with followers averaging 740K on Facebook, 400K on Twitter and 80K on Instagram
- Managed website averaging nearly 8 million pageviews monthly, at least 2 million total video views weekly on Facebook

### **WKBW-TV 7 EYEWITNESS NEWS** | Digital Producer

Buffalo, NY | July 2017 – May 2018

- Generated digital traffic, sponsorship through food/lifestyle social video series "Taste and See WNY", averaging 30K views per video
- Cut and edited video for on-air newscast, fronted PKGs live on set, packaged look lives in the field and worked desk as needed

### **MSNBC** | "AM Joy" Production Assistant

New York, NY | June 2016 – August 2016

- Daily tasks included research, fact-checking, writing teases and pulling sound for packages and live show

## SKILLS

- Sprinklr • Sprout Social • Canva • Adobe Photoshop • Final Cut Pro • SEO • HTML • AP ENPS • iNews • WordPress • Anvato
- Instagram • TikTok • TweetDeck • YouTube • Facebook Insights • Google Analytics • CrowdTangle • Chartbeat • Detail-oriented

## EDUCATION

### **SYRACUSE UNIVERSITY, SYRACUSE, NY** | S.I. Newhouse School of Public Communications

B.S. in Broadcast & Digital Journalism; Minor in African American Studies

May 2017