

Fatima Bangura

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PROFESSIONAL SUMMARY

Social media specialist with roots in broadcast & digital journalism, focused on making public-interest stories accessible through active community management, social-first campaigns, and short-form video.

EXPERIENCE

Social Community Manager | Hart Inc. | Detroit, MI

April 2025 - December 2025

- Led community management strategy and social listening, responding to 40+ daily sensitive comments and messages, escalating issues, and increasing audience engagement on owned social content.
- Developed weekly and monthly social performance reports in Sprout Social highlighting priority KPIs, growth opportunities, and wins, and used audience insights to inform content strategy and testing.
- Coordinated monthly volunteer engagement activities to build community presence for new Detroit office.

Social Media Specialist (Rapid Response) | City of Detroit Media Services | Detroit, MI

July 2024 - March 2025

- Managed high-volume constituent inquiries across city social channels, responding to 50+ daily messages and comments, connecting residents with appropriate civic services and resources.
- Earned 4M+ organic impressions and national media coverage following city's viral clapback moment after football player dissed city of Detroit on sports podcast, reinforcing city brand and local pride.
- Created vertical video content and social-first assets to support rapid response campaign priorities.

Social Media Manager | Hyatt Hotels Corporation | Chicago, IL

August 2021 - April 2024

- Executed social media strategy across Facebook, Instagram, X/Twitter, LinkedIn, and TikTok, driving 1.4B impressions, 530M engagements, 37% engagement rate, and 7M site clicks.
- Partnered biweekly with loyalty, brand, PR, and CSR teams to align content calendar with campaigns, product launches, and brand initiatives, ensuring cohesive multiplatform storytelling.

Social Media Manager | NewsNation | Chicago, IL

January 2021 - May 2021

- Planned, created, and published weekly social-first content packages to support WGN rebrand and programming premieres, contributing to 4,000+ new followers across owned social platforms.
- Maintained responsive dialogue daily with new audience through email, DMs, and livestreams.

Digital Content Producer | WXYZ-TV 7 Action News | Detroit, MI

June 2018 - January 2021

- Created daily social and web content that translated on-air journalism into short-form digital storytelling, optimized for platform algorithms and audience participation.

Digital Content Producer | WKBW-TV 7 Eyewitness News | Buffalo, NY

July 2017 - May 2018

- Produced "Taste & See WNY" food and lifestyle short-form video series, averaging 30K organic views per video and secured sponsorship through consistent positive audience engagement.

SKILLS

Social Media Strategy, Content Creation & Digital Storytelling, Community Management & Social Listening
Airtable, Sprout Social, Sprinklr, Meta Business Suite, YouTube Studio, Canva, CapCut, Claude AI

EDUCATION

Bachelor of Science (B.S.), Broadcast & Digital Journalism | Syracuse University, Syracuse, NY, USA