

# Fatima Bangura

📍 Chicago, Illinois, United States ✉ bangura.fatima@gmail.com 📞 8722123845

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## SUMMARY

Skilled Content Strategist with 7 years of experience in digital media production and social media management. My experience in creating, workshopping, and launching digital media campaigns has helped foster expertise in project management, digital communication, and organic engagement.

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## EXPERIENCE

### Associate Manager, Social Media Hyatt Hotels Corporation

August 2021 - Present, Chicago, IL

- Launched Hyatt TikTok account to establish brand presence and amassed 100,000 followers in first two months by activating against platform trends, utilizing captivating visual content, and optimizing paid boosts. Creative strategy resulted in surpassing follower count—in less time—of hospitality competitor with longer presence on TikTok.
- Spearhead the amplification of Hyatt's DE&I and CSR efforts on social media, resulting in 6% increase in clicks on Hyatt webpages and driving Hyatt audience to vendor social media pages, furthering the brand's commitment to meaningful social impact.
- Assisted in development of social content strategy and posting cadence of @hyatt corporate brand accounts, garnering 1.4B impressions, 530M engagements, 37% engagement rate and 7M site clicks across Facebook, Instagram, Twitter and LinkedIn during tenure.
- Designed creative assets, organized content calendar, and solely managed publishing 10–15 monthly posts to Hyatt's Inclusive Collection (@hyattallin) organic brand social accounts, resulting in 228K impressions, 10K engagements, 2% engagement rate and 2,000 site clicks across Facebook and Instagram during tenure.

### Social Media Manager NewsNation (formerly WGA America)

January 2021 - May 2021, Chicago, IL

- Rebranded WGN America digital presence to NewsNation, and obtained, verified, and ran 4 social media pages for television shows in conjunction with programming premieres.
- Oversaw addition of 4,000+ new followers to each branded Facebook, Twitter, Instagram and YouTube account through creating and publishing of 15 daily editorial and platform-specific assets for NewsNation social channels.
- Copy edited headlines, social media posts, video captions and metadata daily for SEO to increase SERP visibility.
- Responded to community email feedback, DMs, mentions & moderated online conversations daily to help grow fan base of new network.

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

June 2018 - January 2021, Detroit, MI

- Social listening: Aggregated and vetted at least 3 articles daily from trending social media conversations to promote shareability among audience and set WXYZ.com as the go-to website for cultural news.
- Conducted weekly interviews with local business owners, community members and influencers to source and amplify essential information for public awareness and consumption.
- Utilized SEO, keywords, and A/B testing to increase article visibility, clicks and pageviews on at least 15 articles written daily.
- Managed website averaging nearly 8M pageviews monthly, at least 2M total video views weekly on Facebook.

### Digital Producer WKBW-TV 7 EYEWITNESS NEWS

July 2017 - May 2018, Buffalo, NY

- Generated sponsorship deal through food/lifestyle social video series "Taste and See WNY", averaging 30K views per video, organically.
- Repurposed weekly Taste and See WNY videos as multiple pieces of content including website articles, Twitter threads, and look lives.

### "AM Joy" Production Assistant MSNBC

June 2016 - August 2016, New York, NY

- Daily tasks included research, fact-checking, writing teases and pulling sound for packages and live show.
- Served as anchor producer, printed scripts, and monitored breaking news for more than 20 two-hour live shows.

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## SKILLS & TOOLS

Social Media Management | Audience Capture | Copywriting & Copy Editing | Fact Checking | Search Engine Optimization | A/B Testing  
Online Community Growth and Engagement | Social Listening | Interviewing | WordPress CMS | HTML | Canva | Google Analytics

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## EDUCATION

### Bachelor of Science in Broadcast & Digital Journalism

Minor in African American Studies • Syracuse University • Syracuse, NY • 2017