

Fatima Bangura

Detroit, MI | (347) 498-6564 | bangura.fatima@gmail.com | www.linkedin.com/in/fatimabangura/

EXPERIENCE

Rapid Response Coordinator | July 2024 - March 2025

City of Detroit Media Services, Detroit, MI

- Proactively monitored comments, mentions, and DMs on multiple social media platforms, resolving over 50 resident inquiries daily to enhance city reputation and build trust.
- Garnered 4 million organic impressions and national news attention following city's viral clapback moment after football player dissed city of Detroit on sports podcast.
- Debunked misinformation and elevated city's national profile through daily social listening and activation efforts.
- Cross-collaborated with municipal departments and community partners to implement effective resident care strategies and connect residents with relevant resources.

Social Media Customer Solutions Specialist | November 2023 - January 2024

TEGNA, Tysons, VA (Temp/Remote)

- Partnered with internal stakeholders weekly to craft social support strategies, including automated messaging prompts, audience segmentation and paid marketing campaigns.
- Identified brand reputation opportunities from weekly sentiment reports and customer feedback. Translated key metrics into actionable cross-functional plans to enhance customer care initiatives.

Social Media Manager | August 2021 - April 2024

Hyatt Hotels Corporation, Chicago, IL

- Designed creative assets, managed social content calendar, and solely managed publishing 10-15 monthly posts to Hyatt Inclusive Collection organic brand social accounts.
- Developed three custom performance report templates, streamlining brand analysis process and reducing reporting time by 30%.

Social Media Content Manager | January 2021 - May 2021

NewsNation, Chicago, IL

- Oversaw production of innovative high-impact social content adding 4,000+ new followers to each branded social account ahead of network rebrand and programming premieres.

Digital Content Producer | June 2018 - January 2021

WXYZ-TV 7 Action News, Detroit, MI

- Conducted weekly interviews with local business owners and community members to source, digitize, and amplify essential information for public awareness and engagement.

SKILLS

Social Media Management, Brand Reputation Management, Social Community Management, Copywriting, Breaking News Coverage, Search Engine Optimization, Sprout Social, Sprinklr, Facebook Insights, Google Analytics

EDUCATION

Bachelor of Science (B.S.), Broadcast & Digital Journalism

Minor in African American Studies | Syracuse University, Syracuse, NY, USA