



CLAIRE MANSHIP

SOCIAL CONTENT CREATOR
DIGITAL PRODUCER
TIKTOK SPECIALIST

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IG @CLAIREMANSHIP
TIKTOK @WOMANSHIP

ABOUT ME

Diligent, innovative, and detail-oriented content creator, digital producer, and TikToker, knowledgeable of all social media platforms and overall brand-voice management. Solid background in entertainment and media fields. Excels in collaborative and creative environments, with an interest in edutainment and cultural curation for social.

EDUCATION

ELON UNIVERSITY
2010 - 2013 | BFA Acting

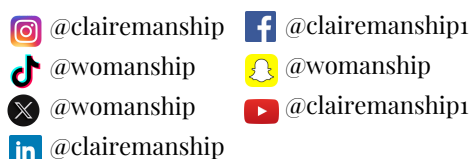
YALE UNIVERSITY
2020 | Continuing Education

SKILLS

- Charismatic, positive, and a great communicator
- Proficiency in
 - Mac OS and PC
 - Office Suite
 - Adobe Suite, incl. Photoshop Beta, Acrobat, Premiere
 - Google Suite, incl. Sheets, Drive, Docs, Slides, Forms
 - AirTable
 - Emplifi
 - Hootsuite
 - Canva
- Social platforms including TikTok, Snapchat, Facebook, Instagram, X, YouTube, LinkedIn, Pinterest, Clubhouse, BeReal, YT Shorts, IG Reels, Discord
- Proficiency in ads managers for TikTok, YouTube, and Meta platforms
- Social media analytics, content programming, community management, influencer relations, and engagement/KPI tracking
- Creative storytelling through engaging content and copy
- Developing brand voice and comments section stylization
- On-camera hosting and live streaming
- Conversational French

CLICKABLE LINKS

ClaireManship.com



EXPERIENCE

CARFAX

April, 2022 - Present | Social Media Content Manager

- Owner, creator, editor, and on-screen talent for CARFAX on TikTok, Instagram, and YouTube Shorts
- Programming editorial calendar
- Community management and social listening
- Influencer relations and contract negotiations, including \$135,000 in contracted influencer partnerships, in the first year
- Cross-platform paid and organic campaign development
- Leading company-wide workshops on the importance and utility of social video
- Grew TikTok platform from nothing to 78K+, organic and paid

TED CONFERENCES

October, 2021 - March, 2022 | Emerging Social Formats Editor (Contract)

- Creator, editor, and on-screen talent for TED's TikTok channel, @TEDToks
- Programming editorial calendar and sourcing archival content for observances/current events
- Community management and influencer relations
- Coordination with all TED teams to support and feature TED's mission, Spreading Ideas
- Grew platform from 70K to 1M followers, all organic

CLAIRE MANSHIP & MANSHIP DESIGN

May, 2013 - present | Social Media Content Creator, Digital Producer

- Creating and editing branded content for:
 - BIC, PureWow, Roadway Moving, Honeyfund, Bumble, European Wax Center, Monument, Madewell, The United Nations, Hydrant, Dia & Co.
- Growing personal brand and outreach to 380K+ followers across all platforms
- Developing and designing small business and non-profit websites
- Scripting, storyboarding, and editorial

DAPPER DEVIL PRODUCTIONS

October, 2016 - July, 2020 | Podcast Producer, Host

- Co-hosting weekly comedy podcast, *The Thing That Happened This Week*
- Editing and mixing weekly shows
- Production to execution, via RSS and podcast platforms
- Interviewing celebrity guests

ACTORS' EQUITY ASSOCIATION

September, 2011 - present | Actor

- Performing in and understudying for professional theatrical productions
- Producing and performing in charitable concerts
- Storytelling, live presentation, and public relations training