

EDUCATION

University of Missouri - Columbia

Missouri School of Journalism

- M.A., Journalism 2015
emphasis in Strategic Communication
- B.A., Journalism 2012
emphasis in Convergence Reporting
- Business Minor
- Graduated with Honors



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NOTABLE PROJECTS

Produced, co-directed and conceptualized an authentic, cinematic campaign video

“Imaginémonos Cosas Chingonas: Javier Hernandez signs with LA Galaxy.”

- In the first 24 hours, the video highlighting LA’s Chicano culture, garnered:
 - 1.9 million views
 - 1.3 million engagements
 - 15 million impressions

Created **“The SLICE,”** a five-episode all-access series that takes viewers behind preseason in Major League Soccer with the Houston Dynamo. The digital series debuted in 2016 and has received national recognition.

QUALIFICATIONS

- Video storytelling
- Brand campaigning
- Post production
- Team management
- Adobe Premiere Pro
- Videography
- Photography
- TV broadcast
- show production
- Adobe After Effects

EXPERIENCE

Sr. Manager, Video Production | August 2018-present

Los Angeles Galaxy | Carson, Calif.

- Direct and mentor the creative team of visual storytellers in the planning, production and final edits of all video content for the LA Galaxy, as well as LA Galaxy II, LA Galaxy Academy and Dignity Health Sports Park
- Specialize in logistical planning, fielding production requests, setting the content cadence, organizing the shoot calendar and delegating assignments
- Prioritize the mentorship of individuals on my team, pushing them to expand their creative voices and assist in their professional development
- Conceptualize and direct large productions for the Galaxy’s big announcements, like brand campaign spots and Designated Player announcements
- Regularly push out day-turn edits for social media content, as well as long-form digital pieces
- Strategize revenue-generating creative content campaigns collaborating with digital/marketing, sponsorship, sales and service departments
- Creative Director when collaborating with third-party production companies

Sr. Creative Content Manager, Video | April 2015-August 2018

Houston Dynamo & Houston Dash | Houston, Texas

- Managed the video team in the conceptualization and production of all digital and in-stadium video content for Houston’s MLS and NWSL teams across multiple platforms
- Scripted and produced a weekly 30-minute magazine show broadcasted locally in a top 10 television market
- 2017 Unsung Hero Award, voted by peers

Videographer | December 2013-April 2015

U.S. Soccer Federation | Domestic & International Camps

- Produced digital features for the U.S. Women’s National Team, averaging over 70,000 views per video

Director of Multimedia | July 2012-February 2015

Mizzou Soccer | Columbia, Mo.

- Primary content creator and brand manager of the University of Missouri D1 Women’s Soccer program