

# Barbara Maningat

El Segundo, CA



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barbaramaningat.com



## EDUCATION

### UNIVERSITY OF MISSOURI - COLUMBIA

Missouri School of Journalism

M.A., Journalism 2015 / Strategic Communication

B.A., Journalism 2012 / Convergence Reporting

Business Minor

Graduated with Honors

## SKILLS

- Videography
- Team management
- Brand campaigning
- Project management
- Adobe Creative Suite
- Storytelling
- RED Digital Cinema / DSLR camerawork

## NOTABLE PROJECTS

### "IMAGINÉMONOS COSAS CHINGONAS" / JAVIER HERNANDEZ ANNOUNCEMENT VIDEO

Produced and co-directed an authentic, cinematic video announcing the signing of the LA Galaxy's newest designated player in 2020 with a team of internal and agency creatives

- 1.9M views, 1.3M engagements and 15M impressions in first 24 hours

### "COMMUNITY KIT" CAMPAIGN / 2021 KIT RELEASE

Led the video efforts in a community-focused brand campaign enforcing the inclusion of fans, LA Galaxy legends and influencers across greater Los Angeles

## EXPERIENCE

JAN. 2022 - CURRENT

### DIRECTOR, CREATIVE CONTENT / LA GALAXY

- Direct and mentor a creative team to produce engaging design, motion graphics, photography, and video content
- Drive the creative vision for brand awareness and brand consistency across visual platforms, targeting key audiences
- Lead strategic direction and planning for key campaigns, collaborating with Digital department for data-driven decisions
- Manage budget and strategize revenue-generating content for LA Galaxy entities and club partners

AUG. 2018-DEC. 2021

### SR. MANAGER, VIDEO PRODUCTION / LA GALAXY

- Managed and mentored a team of storytellers in the production and delivery of all video content for the LA Galaxy, LA Galaxy II, LA Galaxy Academy and Dignity Health Sports Park
- Scheduled the team's production timelines, delegated tasks and oversaw logistics of every assignment
- Drove the creative conceptualization and video content cadence
- Directed large video productions, acting as the club liaison with external creative agencies

2015-2018

### SR. CREATIVE CONTENT MANAGER / HOUSTON DYNAMO & DASH

- Oversaw the video team in the conceptualization and production of all video content of 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
- Ideated the brand's first-ever mini-documentary series

2013-2015

### VIDEOGRAPHER / US SOCCER

2012-2015

### DIRECTOR OF MULTIMEDIA, SOCCER / MIZZOU ATHLETICS

2011-2013

### MARKETING, REPORTER / NEWSY VIDEOS

2011-2012

### ANCHOR, MORNING SHOW PA / KOMU8 NEWS, NBC AFFILIATE

## GROUPS / ACCOLADES

DIVERSITY, EQUITY & INCLUSION COUNCIL / 2020 INAUGURAL MEMBER  
AAPI IN SPORTS & ENTERTAINMENT - LA  
2017 UNSUNG HERO AWARD