

Brianna M. Manning

Brianna24@vt.edu | 864-642-8322 | www.linkedin.com/in/brianna-manning

EDUCATION:

Virginia Tech, Pamplin College of Business, Blacksburg, VA

Bachelor of Science: Marketing Management

Expected Graduation: May 2027

Minor: Honors Collaborative Discovery

GPA: 3.78

Honors: Honors College, Dean's List (Fall 2024 - Spring 2025)

EXPERIENCE:

Mane Street Market – Remote

August 2024-Present

Marketing Intern

- Advertise over 2,000 horses on relevant markets on various social media platforms
- Provide technical support for up to 50 client listings per week, communicating with clients via email, text, and FaceBook Messenger to enhance client satisfaction
- August 2025, collaborate with 2 interns to implement new advertising strategies that has so far resulted in 1 million views a month, a 141.3% increase in views, and 160% increase in social media engagement on FaceBook
- November 2025, views doubled reaching 2.2 million

Eventing at Virginia Tech – Blacksburg, VA

May 2025- Present

Social Chair

- Manage Instagram and FaceBook with the goal of expanding community reach, building interest, connecting with potential sponsors, and increasing funding
- Design and organize social events to strengthen team communication and collaboration

Infinity Sport Horse – Aiken, SC

May 2024-August 2024

Working Student

- Actively managed 5 upper-level competition horses and advertised up to 15 consignment horses
- Oversaw day-to-day operations, barn management, horse maintenance, and show scheduling

ACTIVITIES AND CERTIFICATIONS:

United States Eventing Association – Blacksburg, VA

November 2018-Present

Equestrian Competition Member

- Competed in over 70 three-day eventing competitions, involving dressage, cross-country, and stadium
- Attend lessons with Olympic Gold medalists and the current top 10 riders in the world
- Won 2nd place on the East coast in 2022 for training level thoroughbreds
- Qualified for eventing Nationals in 2020, 2021, 2022, and 2023

Scuba Schools International (SSI) Scuba Diver

December 2023-Present

Open Water Certified

VOLUNTEER/PROJECTS:

Environmental Club – Clemson, SC

August 2023-May 2024

Member

- Participated in monthly local environmental conservation efforts, including community clean-up events
- Collaborated with a team to plant over 200 trees, maintain green spaces, and support restoration projects

Mystic Hand – Blacksburg, VA

Team Manager

August 2024-December 2024

- For MGT 1104, our team developed and executed a business model
- Developed all advertising and implemented marketing strategies
- Recognized by the Pamplin College Dean as the most profitable model in the course
- All proceeds were donated to American Veterans

SKILLS/INTERESTS:

- Marketing on FaceBook, Instagram, and LinkedIn
- Adobe Creative Suites (Photoshop, LightRoom, etc.)
- Graphic Design (Canva, FreeForm, Snapseed, etc.)
- HubSpot, Digital Marketing
- Tandem Skydiving