Brianna M. Manning

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EDUCATION:

Virginia Tech, Pamplin College of Business, Blacksburg, VA
Bachelor of Science: Marketing Management *Expected Graduation: May 2027*
GPA: 3.83
Honors: Honors College, Dean's List (Fall 2024 – Spring 2026)

EXPERIENCE:

Eventing at Virginia Tech – Blacksburg, VA *August 2026- Present*
President

- Lead a competitive intercollegiate equestrian team of over 20 members, coordinating team operations, competitions, practices, and member engagement
- Foster a collaborative and inclusive team culture that represents Virginia Tech and promotes team visibility and strengthening relationships within the equestrian community

Mane Street Market – Remote *August 2024-Present*
Marketing Intern

- Advertise over 5,000 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

Harrison Properties -- Remote *May 2026*-August 2026
Digital Intern

- Worked closely with a team of real estate agents and property managers to keep the website updated for more effective business practices and client representation
- Built offering memorandums, brochures, proposals, and flyers for different properties and clientele
- Meet with other organizations on how to improve website design and technical efficiency

ACTIVITES AND CERTIFICATIONS:

United States Eventing Association – Blacksburg, VA *November 2018-Present*
Competitive Equestrian

- 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
- Qualified for eventing Nationals in 2020, 2021, 2022, and 2023

Scuba Schools International (SSI) Scuba Diver *December 2022-Present*
Open Water Certified

VOLUNTEER/PROJECTS:

Adaptive Property Solutions – Blacksburg, VA *August 2026-Present*
Student Team Leader

- Evaluate and consult on the company marketing strategy to create a plan that clearly projects brand image and values
- Manage a team of 6 peers making sure deadlines are met, conflicts are functional, and the client is satisfied

Mystic Hand – Blacksburg, VA August *2024-December 2024*
Team Manager

- Our team developed and executed a business model for henna design and tarot card readings
- Developed all advertising and implemented marketing strategies that targeted the Virginia Tech undergraduate student body
- Recognized by the Pamplin College Dean as the most profitable model in the course. All proceeds were donated to American Veterans

SKILLS/INTERESTS:

- Adobe Creative Suites (Photoshop, LightRoom, etc.)
- Microsoft Office Skills (Excel, Word, PowerPoint, etc.)
- Graphic Design (Canva, FreeForm, Snapseed, etc.)
- Real Estate (Buildout, CoStar, the CeShop)
- First aid, AED, and CPR certified (Focus Health Corporation)