MANANJARA JUDICHAEL

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PROFILE

Public Relations student at SUNY Brockport (Digital Marketing & Pre-Law/Legal Studies minors) with experience across agency PR, tourism marketing, campus communications, event production, and my own fashion brand in the U.S. and Madagascar. I run social channels that drew **1M+ views in 90 days**, produced a **3,000+ attendee** festival that earned regional news coverage, and focus on **crisis and reputation communications**: media monitoring, sentiment tracking, and clear messaging when it matters. Fluent in French, English, and Malagasy.

EXPERIENCE HIGHLIGHTS

- Drove **1M+ content views in 90 days** across three Instagram accounts I manage (BASC: 564K; Brockport Student Government: 511K)
- Grew followers organically, with no paid ads: **+27.5% in 90 days** for BSG Senate, **+13%** for BASC (2,327 → 2,627), and **+200** for MCC First Year Experience
- Led a **3,000+ attendee** Lunar New Year Festival across **3 campuses** (MCC, RIT, U of R), earning **2 regional news features**
- Founded and branded Gasy Wardrobe, a boutique in Madagascar: **$2,500 yearly revenue** and **33K monthly reach** on Facebook and Instagram
- Earned the **SUNY Chancellor's Award (2025)**, SUNY's highest student honor, and **Program of the Year** as Global Student Union president

SKILLS

PR & Communications: Press Releases | Media Pitching | Media Monitoring | Sentiment Tracking | Reputation Management | Brand Storytelling

Digital & Creative: Social Media Strategy | Instagram Insights | Content Pillars | Brand Identity | Short-Form Video | Event Promotion

Tools: Adobe Premiere Pro | Final Cut Pro | Adobe Photoshop | Canva | Muck Rack | Notion | Microsoft Office Suite

Languages: French (Native) | English (Fluent) | Malagasy (Fluent, Spoken)

PROFESSIONAL EXPERIENCE

Student Marketing Manager **Aug. 2026 - Present**

Brockport Auxiliary Service Corporation (BASC) – SUNY Brockport, NY

- Run BASC's Instagram for campus dining and services: **564K views** and **29.8K accounts reached** in 90 days
- Grew followers **13%** organically (2,327 → 2,627); generated **10.9K interactions**, **4.8K profile visits**, and **373 link taps**

Social Media Manager **Fall 2026 - Present**

Brockport Student Government (BSG) – SUNY Brockport, NY

- Manage strategy, design, and every post for two accounts (BSG Buzz and BSG Senate): **511K views** and **+215 followers** in 90 days
- Grew BSG Senate followers **27.5%** in 90 days by explaining legislation and student advocacy in plain, visual terms
- Concept, film, and edit reel series and campaigns, including a petition reel for fixed-route bus service

PR & Marketing Intern **Jan. 2026 - Apr. 2026**

Travel Alliance Partnership (TAP) – Remote | Canandaigua, NY

- Drafted press releases and marketing materials with consultants for travel and tourism clients
- Monitored and reported client press coverage and media placements; tracked social performance to guide strategy
- Researched for client pitches and updated destination websites, community calendars, and digital assets

Event Operations Manager (Contract) **Feb. 2026 - Mar. 2026**

Crawl with US – Lucky's St. Patrick's Day Crawl | Rochester, NY

- Ran on-site operations for a **107+ guest** bar crawl across **6 venues** in one night, as on-site lead from start to close
- Managed check-in, ticket scanning, and credential handoff; kept every venue aligned with event guidelines

Public Relations/Social Media Intern **Jan. 2025 - May 2025**

Dixon Schwabl + Company (DS+CO) – Rochester, NY

- Analyzed trends and developed strategic social content across client accounts at a full-service agency
- Supported media outreach and press materials; contributed to brand positioning in client meetings and campaign brainstorms

Senior Peer Navigator (promoted from Peer Navigator) **May 2024 - Aug. 2025**

First Year Experience (FYE), Monroe Community College – Rochester, NY

- Rebuilt @mcc_fye from scratch (new logo, visual system, five weekly content pillars): **+2K average weekly views**, **+100 weekly interactions**, and **+200 followers**, all organic
- Promoted within 9 months to lead and mentor the navigator team; planned orientation programs and community events

LEADERSHIP & AWARDS

President — Global Student Union **Aug. 2023 - May 2025**

Monroe Community College - Rochester, NY

- Directed cultural events reaching up to **5,000 attendees**, owning budget, logistics, marketing, and team coordination
- Co-produced the Lunar New Year Festival with RIT and U of R: **3,000+ attendees** and **2 regional news features**; won **Program of the Year**

Founder & Brand Director — Gasy Wardrobe **Closed July 2023**

Women's clothing boutique – Madagascar

- Built the full brand identity (logo, color system, photoshoot direction) and ran social media, reaching **33K people/month** with **15.6K monthly engagements**
- Generated **$2,500 in yearly revenue** (≈ 11.25M Ariary) from brand work and boutique sales

PRSA Rochester — Communications Committee Member **May 2025 - July 2026**

- Wrote and scheduled most of the chapter's social media copy and created visual assets to promote chapter events

SUNY Chancellor's Award for Student Excellence **May 2025**

Monroe Community College – Highest SUNY honor for academic achievement, leadership, and service

Phi Theta Kappa Honor Society - Alpha Theta Iota Chapter **Aug. 2023 - Present**

EDUCATION

B.S. - Public Relations | Minors: Digital Marketing, Pre-Law/Legal Studies **Expected May 2028**

SUNY Brockport - Rochester, NY

A.S. - Communications & Media Studies | GPA 3.4 | Dean's List (3×) **Aug. 2023 - May 2025**

Monroe Community College - Rochester, NY

CERTIFICATIONS

Social Media & Community Management Certificate — Akanga 2.0, Antananarivo **Apr. 2022**

Adult & Pediatric First Aid / CPR / AED — American Red Cross **Valid through Nov. 2027**