

# COREY MANNING

# BRAND SYSTEMS + DESIGN LEADERSHIP

corey@cmecca.com    cmecca.com    linkedin.com/in/comanning

Award-winning design leader with 18 years of experience; known for scaling brand ecosystems, designing original content, collaborating with global teams, and reaching millions yearly.

**AWARDS + NOMINATIONS:** 3× Webby Award | 3× MarCom Award | 2× Shorty Award | 2× Muse Creative Award  
1× Streamy Award | 1× Mischeaux Film Festival Award

## WORK EXPERIENCE

### **BET Media Group (Paramount Skydance)**

**07/2023 – Current**

*Head of Design – BET Interactive*

BET Interactive is the interactive provider of ground-breaking original sitcoms, and dramas reaching more than 90 million households in the United States, Canada, the Caribbean, the United Kingdom and sub-Saharan Africa.

- Oversaw the entirety of digital design operations reporting to the SVP, leading a team of 8 across design, motion, and photo while managing \$100K–\$250K budgets and delivering high-impact campaigns.
- Directed digital creative for 5+ award shows annually, producing 600–1,000 multi-platform assets per production cycle while coordinating global teams and leading original IP creative campaigns reaching millions yearly.
- Led creative direction and UX/UI for BET Immersed, translating executive vision into a digital magazine experience generating 2.4M+ views and 79% mobile engagement.
- Led cross-team collaboration with Talent and Events to reduce nominee assets from ~500 to ~130 per show (~70%), significantly improving production efficiency.

### **BET Media Group (Paramount Global)**

**02/2017 – 07/2023**

*Art Director – BET Interactive*

- Led creative direction for Webby-nominated red carpet experiential activation, overseeing physical production, motion design, and social content.
- Led end-to-end design and branding for BET Digital original IP Imagine Room, including a Times Square billboard campaign generating 300K+ views with Toyota sponsorship.
- Led the redesign of the BET app and its digital and print marketing ecosystem, evolving the platform's brand experience and visual identity.

### **BET Media Group (Viacom)**

**05/2007 – 02/2017**

*Designer / Senior Designer – BET Interactive*

- Designed UX/UI for BET Awards, BET Honors, and Spring Bling websites, supporting promotion for flagship shows and generating millions of views.

### **DC Life Media**

**02/2004 – 05/2007**

*Senior Designer – Print Team Lead, leading team of 3*

## SKILLS

Experiential and Live Event Integration | Original Content Branding and IP Development | Agency Direction and Vendor Collaboration | Creative Team Leadership and Mentorship | Executive Presentation and Stakeholder Influence | AI Exploration for Creative Workflows | Multi-Channel Brand and Campaign Strategy

## TOOLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects – working proficiency), Figma, Ceros, Canva

## EDUCATION + PROFESSIONAL DEVELOPMENT

Howard University *Bachelor – Fine Arts: Graphic Design*  
ELVTR – Creative Director Course with Randy Stein (Ogilvy)