


EDUCATION

 **Baylor University** (Waco, TX)
B.A. Degree: Theatre Arts, Minor: Entrepreneurship
Expected Graduation Date: May 2021

Related Courses: Speech & Communications | Accounting
Directing & Scriptwriting | Marketing | C++ | CSS
French & Shona Python | | Communication Foundations
Personal Branding

CAREER SNAPSHOT

- ✓ Community outreach focus with an emphasis on student engagement, education, and servant leadership
- ✓ Excellent team player with a passion for development regarding marketing strategies and social media content
- ✓ **4+ years** of creative marketing, and business experience

WORK EXPERIENCE

Universal Phoenix Group LLC, D & I Consulting

May 2020 – August 2020

- Supervisor of STEAM Teams & Swords and Shields Social Media accounts
- Met and consulted with entertainment companies to augment their viewership
- Handled marketing strategies and operations as well as built clientele for the company
- Networked with individuals from various entertainment spaces to negotiate business collaborations

Tava Multimedia Group, Founder & CEO

Jan 2020 – Present

- An entrepreneurial business platform that provides emphasis on multidisciplinary ideation and creativity
- Establish and open **4** Branches: Iconic: Luxury Streetwear, Tava Publishing Co., TTakes Photography, and Campus Cuts Talk Show
- Create content, marketing strategies for products, and cost-effective distribution
- Defied the status quo by aiding in design projects, problem-solving in marketing and advertisement layouts
- An independent internet production company that produces inspiring and intellectually appealing content, adding value across the world with a renewed perspective including TV Shows, Films, and Music
- Multimedia entity via the forms of visual, audio, print, and fashion merchandising (www.tanakatava.com/)

Baylor University – Baylor Experience & Admissions Representative

August 2019 – Present

- Meet and engage with prospective students across the nation to promote Baylor University
- Strategize as well as monitor file analyzation, effective event planning, and student engagement
- Experience with sound systems, videography, lighting, and other functionalities needed for programming

VOLUNTEER WORK & INTERNSHIPS

Boys and Girls Club (Volunteer) | Kate Ross Kings Club (Volunteer) | J.H. Hines School (Tutor)
Universal Phoenix Group LLC (Communications/Social Media Intern) | Air Force Reserves

Leadership: **Baylor University**

National Pan-Hellenic Council Vice President (Spring 2019- 2020) | Student Government | Multicultural Diversity Committee | Director of Diversity (Executive Branch) | Administration & Ministry (Team Leader) |

Activities: Alpha Phi Alpha Fraternity – Tau Alpha Chapter | Representative in Black Student Coalition | Baylor University Baptist Student Ministries | Baylor University Multicultural Association of Pre-Health Students | National Association of Black Journalist |

AWARDS & HONORS

Baylor University: Student Government: A.A. & Marjorie Hyden Endowed Scholarship Recipient (2020) | Academy for Leadership Development: Social Identity Award Recipient (2019) | Dean's List (Fall 2018,2019 & Spring 2020) | Student Government: Student Involvement/Active Engagement Award Recipient (2019)

TEDx Speaker: Presenting "The Highlight Effect" TEDxCSUF (2021) | National Publications: KivoDaily, NBC, ABC, Medium, New York Times, The American Reporter & DARK Magazine