



TEVERAISHE MUSHAYAMUNDA

1423-915-6209

tmushayamunda@gmail.com

<https://www.linkedin.com/in/teveraishe-mushayamunda/>

Energetic and passionate graduate student working towards a Master's Degree at East Tennessee State University, and ultimately a career in the Marketing realm. Aiming to use skills in social media, analytics, writing, photography, strategy and public relations.

SKILLS

SOCIAL MEDIA, PRODUCTIVITY APPLICATIONS, AND PUBLIC RELATIONS, SOCIAL MEDIA ANALYTICS, PODCASTING, PHOTOGRAPHY, PUBLISHING, WRITING.

LEADERSHIP, TIME MANAGEMENT, AND COLLABORATION

CERTIFICATIONS & AWARDS

- HubSpot CMS for Marketers Certified
- Advanced Google Analytics certification
- SOCIAL MEDIA MARKETING: STRATEGY AND OPTIMIZATION (LINKEDIN)-CERTIFIED DIGITAL MARKETING ASSOCIATE (DIGITAL MARKETING INSTITUTE)
- AAC ACADEMIC ALL-CONFERENCE
- CHAMPIONS OF CHARACTER AWARD

RELEVANT EXPERIENCE

Marketing Coordinator- Grad Assistantship East Tennessee State University (Multicultural Center) August 2021 - May 2022

- Managed and curated content for all social media platforms (Instagram, Twitter, Facebook). Kept the website updated by posting different events. Help create surveys and received feedback from students.

Marketing Intern Bristol Motor Speedway March 2021 - August 2021

- Participated in organizing all the social media analytics for all the social media platforms across 9 accounts. Curated content across social media platforms. Worked on major events (Dude Perfect & the band Alabama), by taking photos and managing social media.

Marketing Intern Market Street Media May 2021 - August 2021

- Recorded, Edited, and published podcasts for clients. In addition to curating content for social media platforms, writing blog posts, writing case studies, and making YouTube videos.

EDUCATION

East Tennessee State University Brand and Media Strategy M.A candidate

- Expected graduation: 2022
- How Social Media Gives Black NBA Athletes a Platform to Rally Around Racial Injustice During the #BlackLivesMatter Movement (Publishing in Fall 2022)

Milligan University class of 2020 Bachelors of Science in Communications

- Basketball team 2016-2020
- Dean's List (2019 & 2020)
- Resident Assistant (2017-2020)
- SGA Student Distinguished Service Award