



PROMISE MANGUM

CREATIVE CONCEPT
DEVELOPER

WINSTON-SALEM, NC

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PROMISEMANGUM.COM

SUMMARY

I am a creative that loves brand development & experimental marketing. My entrepreneurial spirit has blessed me with a growth mindset to conquer new challenges, pivot quickly, & applying information to make informed decisions.

SKILLS

Adobe Creative Suite



Live-Streaming and Social
Media Video Production



Vector Graphic Design



Website & Web3.0

Development



EXPERIENCE

Co-Founder / Creative Concept Developer

Bankshot Media, INC. | 2020 - Present

Co-founded an interactive creative sports firm where we developed hybrid competitions, summits, video production, graphic design, & web development for amateur to semi-pro athletes.

- Develop and coordinate a comprehensive calendar of regional programs including tournaments, symposia, & pop-up events
- Lead efforts to recruit players by working directly with the coaching and support staff to identify, develop, and recruit new and diverse athletes
- Build and maintain collaborative relationships with community partners & regional businesses to increase brand awareness

Digital Media Manager

Morgan Support Services | 2014 - Present

Provided customized brand communication strategies for intellectual/developmental disabilities nonprofit organization to tell their stories more clearly and compellingly. Developed & produced video blogs, podcasts, live events & merchandise to help each increase audience and revenue.

- Strategized and executed performance-driven online marketing campaigns to increase traffic and generate interest of projects
- Planned email blasts created graphics, copy, and additional creative aspects
- Create performance and benchmarking goals on new media and campaigns
- Maintained and grew organizations presence and engagement on social media platforms such as Facebook and Instagram with steady growth
- Created original social media content for the non-profit organization
- Responsible for online marketing & e-commerce website

ACCOMPLISHMENTS

Partnership with City of Winston-Salem for Esports Nights

Minnie Lee Davis Harris Community Center | Spring 2022

Small Business Grant recipient for Experimental Marketing

Florida Kukua Institution | Spring 2021

Broadcast TV distribution rights for video content in 640,000 homes in Florida and Alabama

BLAB-TV | Spring 2021

EDUCATION

B.A. Mass Communications

University of West Florida | 2002 - 2007