



# TUNISHA SINGLETON, PH.D.

**Media Psychologist • Media Research, Strategy, Innovation •**

***Where Media Meets the Human Experience in Sports Management and Communication***

## ABOUT ME



Tunisha Singleton Ph.D. is an inclusive media strategist and innovation consultant with expertise in the sports experience, fandom, brand marketing, and digital communications. As a scholarly-practitioner with a Ph.D. in Media Psychology, Dr. Singleton provides creative strategy and cultural insight to businesses looking to produce meaningful content, authentically engage with audiences, develop community partnerships, and amplify culture using traditional or emerging technology.

Dr. Singleton is currently Visiting Assistant Faculty at University of Nevada, Las Vegas in the Intercollegiate and Professional Sports Management Program, Adjunct Faculty at Howard University in the Department of Psychology, and Associate Faculty in the Media Psychology Program at Fielding Graduate University. Her scholarship examines media and technology's influence on the human experience with particular interest in fandom, racial and gender representations in social media, and intersections of sports management, media and technology, fan experiences and community impact.

Dr. Singleton strives to create a pipeline of innovation and leadership to bolster critical thinking and systems of change across academic and professional spaces alike. Described as a 1-2 punch combination of art and science, Dr. Singleton uses research to inform the design of business practices in an applied manner to make a meaningful, lasting impact. She is also President of the Board of Directors for Black Girl Hockey Club, a nonprofit organization dedicated to building a welcoming, safe space for Black women to thrive in all aspects of hockey.

## RESEARCH INTERESTS

- Media Psychology
- Fandom, Community, Group Dynamics
- Social Identity, Cultural Studies
- Digital Black Feminism, Black technoculture
- Cyberstudies, intersection of race and technology
- Sports Management, Media and Technology
- Storytelling, Narrative Persuasion
- Consumer Behavior, Motivation
- Immersive Storytelling, Interactive Media
- Marketing Communications, Brand Identity

## EDUCATION

2017 - Ph.D. in Media Psychology  
Fielding Graduate University

2007 - Master of Arts in TV, Film, and New Media  
Production  
San Diego State University

2005 - Bachelor of Arts in Film and Digital Media  
University of California Santa Cruz



## SUMMARY OF QUALIFICATIONS

- Scholarly-practitioner with 7+ years of lecturer, adjunct and associate faculty experience at the undergraduate and graduate level, in addition to 12+ years of applied practice in the media field
- Lesson and research planning at the intersection of media, psychology, technology, sports and society
- Skilled in both in-person, online, and hybrid distributed learning models of instruction
- Experienced in curriculum development at both undergraduate and graduate levels
- Various research publications at in media psychology, sports communications, and sociology
- Full command in the disciplines of Communications, Media Studies, and Psychology
- Proficient in computer programs including MS based applications, Outlook, content analysis, Leximancer, and SPSS
- Extensive experience in leading and supervising research and serving as reader for Capstone Masters projects

## PUBLICATIONS

- Singleton, T., & Green, K. (2021). A Lot of People Did Not Want This to Happen: Analyzing the Ultimate Fighting Championship's Brand Identity During COVID. *Journal of Emerging Sport Studies*, 5.
- Singleton, T (2020). *Fighting for Meaning: Exploring Identity and Self-Representation in Combat Sports*. MPCA/ACA
- Singleton, T. (2020). #ProWrestlingMatters: How Sports Entertainment Set the Tone for Success with Psychology-based Business Strategies. *Pro Wrestling Studies Journal*.
- Singleton, T. J. (2017). Digital Fandomonium: Translating the sport experience and fan identification through emergent technology

## CONFERENCE PRESENTATIONS

<b>Digital Hollywood</b> May 2016	Stealth VR through the Application of Neuroscience and Cognitive Psychology
<b>Society of Anthropology</b> June 2016	Society of Anthropology - Media Psychology and the Human Evolution with Technology
<b>Virtual Reality Summit</b> December 2016	Virtual Reality and Sports: Creating Immersive Experiences for the Smart Fan
<b>Digital Hollywood</b> October 2017	Inside the Experience: The Psychology of Immersive Design
<b>eSports &amp; Education Conference &amp; Expo</b> December 2020	Keeping Students Connected Through eSports: Building Community and Culture in Virtual and Hybrid Learning Environments
<b>Professional Wrestling Studies Association</b> May 2020	#ProWrestlingMatters: How Sports Entertainment Set the Tone for Success
<b>Virginia Credit Union League Conference</b> April 2022	Cutting Through the Noise; Engaging Communities and Fostering Inclusion



## ACADEMIC EXPERIENCE

- 2023 - Present**      **Visiting Assistant Faculty, University of Nevada, Las Vegas**
- College of Education
  - Intercollegiate & Professional Sports Management Program
- 2023 - Present**      **Adjunct Faculty, Howard University**
- Department of Psychology
  - Courses: Psychology of Media
  - Independent Studies, Capstones
- 2016 - Present**      **Associate Faculty, Fielding Graduate University**
- Department of Psychology: Media Psychology Graduate Program
  - Courses: Foundations of Media Psychology, Community Psychology, Psychology of Fandom, Branding and Audience Engagement
- 2020 - Present**      **Guest Lecturer, University of Southern California**
- Department: Annenberg School of Communication and Journalism
  - Courses: Public Relations and Fan Strategy, Sports Fandom and Digital Media
- 2019-2020**      **Guest Lecturer, American University**
- Department: Literature
  - Courses: Writing and Fighting, Sports Culture and History
- 2006 - 2007**      **Adjunct Faculty Lecturer, San Diego State University**
- Department: Film and Television Department
  - Course: Intro to Screenwriting:, Narrative Development and Story Structure

## RECENT APPLIED EXPERIENCE

- 2019 - Present**      **Media, Culture, and Innovation Strategist | Singleton Consulting Services LLC**
- Consultant providing clients with a series of strategic services in marketing communications, strategic partnerships, social media management, brand strategy. Clients include, Peabody Awards, Kolibri Foundation, Warner Media, T-Mobile, GRX Immersive Labs, and more.
- 2019 - Present**      **President, Board of Directors, Black Girl Hockey Club**
- Black Girl Hockey Club (BGHC) is a nonprofit organization dedicated to building safe spaces for Black women to thrive in all aspects of hockey. Represents the organization and oversees the process for executing high-level strategic decisions for the organization itself. Leads all impact campaign initiatives and manage teams by stewarding a culture of inclusivity consistent with our mission, driving to consistent productivity.
- 2022 - 2023**      **Digital Strategist, Senior Manager of Marketing and Partnerships, Games for Change**
- Create comprehensive digital strategies to bolster the XR for Change (XR4C) initiative and its activations. Lead strategy and execution of all marketing plans for immersive technology projects.



## EXTRA PROFESSIONAL HIGHLIGHTS

2022 - present	Producer, Host of I Have Questions Podcast
2022 - 2023	Communications and Creative Strategist, Black Heart Emoji
2017 - 2018	Senior Manager, Digital Partnerships and Business Development, Vin Di Bona Productions
2014 - 2016	Communications and Project Management, Heart of Los Angeles (HOLA)
2013 - 2015	Digital Content Brand Manager, ScaleLAB Network
2010 - 2012	Social Media Content Creator, Brand Manager, Key Club of Hollywood
2007 - 2010	Post Production Producer, PlasterCITY Digital Post

## PROFESSIONAL MEMBERSHIPS

- **Pro Wrestling Studies Association**, Vice President/President-Elect
- **Women in Sports and Events**, Member, Las Vegas Chapter
- **Women in Sports and Tech**, Member
- **American Psychological Association, Div. 46: Society of Media Psychology and Technology**, Student Committee Chair 2013-2015
- **American Psychological Association, Div. 47: Sports Psychology**, Member

## PERSONAL INTERESTS

As a lifelong sports fan, you can probably bet I'm somewhere watching whatever game or sporting event is on at the time. Big fan of NFL, NBA, WNBA, NHL, WoHO (women's hockey), combat sports (boxing, MMA, professional wrestling), and tennis.

Outside of sports, I enjoy comedy, lounging around local coffee shops, cooking new recipes, and taking pictures of my fur baby - a golden retriever named Cleophus (Cleo for short!)

