

TUNISHA SINGLETON, PH.D.

• media psychologist • fan engagement • sports media consultant •

ABOUT ME

I am a Creative Strategist and Sports Entertainment professional with an expertise in fan engagement, digital communication, and consumer intelligence. Dedicated to the intersection of storytelling, community, and technology, my work focuses on amplifying the sport experience with meaningful content for fans and stakeholders alike.

I hold a Ph.D. in Media Psychology and have 12+ years of experience in business development, digital strategy, community management, and partnerships. These spaces include yet not limited to amateur sports, technology studios, marketing agencies, and non-profit organizations. Described as a 1-2 of art and science, I help my clients manage projects and relationships, attract new audiences and strengthen fan relationships through a keen understanding of the human experience and media's relationship within it. I am skilled in using consumer insight to inform the design of integrated marketing campaigns and content creation to produce communications strategies that actually connect and produce tangible results.

EDUCATION

2017 • Ph.D. Psychology with an emphasis in Media
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

APPLIED EXPERIENCE

2018 - Present

Media Research, Evaluation, and Creative Strategy Consultant

- Develop strategy, lead execution and oversee evaluation process to measure success of marketing campaigns and content
- Understand and predict consumer behavior, helping clients translate insight into actionable items for brand and market strategy
- Ensure that clients remain ahead of the curve by providing trend analysis and partnership sales strategy
- Utilize fan engagement analytics to guide and promote sustainable diversity, equity and inclusion for all my clients through external partnerships and media representation

2019 - Present

Culture and Communications Manager, CRUX Cooperative

- Create and execute a blueprint for social media to enhance the brand's digital presence
- Expand internal communication strategy and organize project EPKs for all clients, partners and investors
- Boost engagement and member activity by managing digital community and producing culture-driven copywriting using CRUX's brand voice for all external facing content

- 2017 - 2018** **Senior Manager, Digital Partnerships and Business Development, Vin Di Bona Productions**
- Served as point of contact for all digital brand partnerships, securing new business and additional streams of revenue
 - Created all external communication assets while identifying new leads for sales partnerships
 - Led pitches for potential clients, managed CMS and onboarding process for all new partners
- 2014 - 2016** **Communications and Project Management, Heart of Los Angeles (HOLA)**
- Created communications roadmap and managed check-in points for regular monitoring and analysis to stay on schedule
 - Oversaw the development of all project deliverables, including EPKs, demo reels, press releases and website development
 - Tracked assets, produced recaps, and provided consistent updates to all investors/stakeholders
- 2013 - 2015** **Digital Content Brand Manager, ScaleLAB Network**
- Turned consumer data and behavioral analytics into actionable best practices for how to best navigate in the digital space
 - Lead copywriter and content developer for early YouTube influencer program
 - Made strategic recommendations from campaign data for continuous improvement across digital space
 - Actively participated in internal and external client meetings, adding insight on optimizing Influencer performance
- 2010 - 2012** **Social Media Content Creator, Brand Manager, Key Club of Hollywood**
- Built and executed fan engagement strategies and VIP loyalty programs to increase brand affinity and increase ticket sales
 - Created activation concepts that aligned with the brand, supported partners' marketing objectives and drove business results
 - Lead copywriter on weekly newsletters and press releases announcing partnerships, promotions and events
- 2007 - 2010** **Post Production Producer, PlasterCITY Digital Post**
- Acted as liaison between client and artists, providing up-to-date progress reports to clients in order to remain on budget and on deadline
 - Supervised multiple projects (film, television and short form) to execute each client's specific needs in the editorial process
 - Managed all sales and vendor relationships while overseeing the progression of projects on a daily basis

ACADEMIC EXPERIENCE

- 2016 - Present** **Adjunct Faculty, Fielding Graduate University (remote)**
- Department of Psychology: Media Psychology Graduate Program
 - Course Topics: Foundations of Media Psychology, Community Psychology, Fandom and Audience Engagement

- 2019-2020** **Guest Lecturer, American University**
- Department: Literature
 - Course Topics: Sports Culture and History, Race/Representation/Culture in MMA and Pro Wrestling, Gender and Identity, Sports Media/Marketing/Brand Storytelling
- 2020** **Guest Lecturer, University of Southern California**
- Department: Annenberg School of Communication and Journalism
 - Course Topics: Public Relations and Fan Strategy, Intersection of Sports Fandom and Digital Behavior, Community Management and Audience Engagement
- 2006 - 2007** **Adjunct Faculty Lecturer, San Diego State University**
- Department: Film and Television Department
 - Course Topics: Scriptwriting, Narrative Development, and Story Structure

PROFESSIONAL MEMBERSHIPS

- **Black Girl Hockey Club**, Board of Directors, Interim President
- **Association of Women in Wrestling**, Board of Directors, Member
- **Women in Sports and Events**, Member
- **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

ACCOMPLISHMENTS AT A GLANCE

- Successfully launched 3 podcasts in the categories of Sports, Technology, and Society/Culture with a 76% growth in all time plays and an average of 28% new unique listens per week
- Increased Twitter and Instagram followers by 30%, mentions by 46%, and engagement by 27% for clients in 2020
- 27 = number of digital partnerships signed from 2017-2018
- \$1+ million earned in digital partnerships secured from 2017 - 2018