

**Current Address:**  
155, Miami St  
Tiffin OH 44883

**MARKELLA SUKA**  
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567-230-6887

**Permanent Address:**  
83, Hungerdown  
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### **SUMMARY OF QUALIFICATIONS**

- Consistently earned Academic and Leadership Honors at collegiate level (Magna Cum Laude, Lambda Phi Eta)
- Managed and trained 25 student leaders in preparation for The Women's Leadership Conference
- Exceptional interpersonal communication skills, both written and verbal – Published five feature stories after interviewing Olympians
- Knowledgeable in analyzing metrics, Facebook insights, promoting Facebook Ads, identifying trends & optimizing performance
- Modernized social media engagement- increasing Facebook reach 229%, Page Views 246%, Page Likes 540% & growing Twitter following and regularly engaging with followers
- Marketed sale price tickets for the Detroit Pistons basketball team, increasing sales by \$6000
- Published by Advertiser Tribune & Ghana Sports Online - Sports Writer

### **EDUCATION**

#### **TIFFIN UNIVERSITY**

Master of Business Administration  
Specialization: Sports Management

Tiffin, OH  
May 2019  
GPA: 3.90

#### **OKLAHOMA BAPTIST UNIVERSITY**

Bachelor of Arts in Communication Studies  
Self-financing 50% of educational expenses through merit based scholarships  
President's Honor Roll 4 out of 4 semesters attended

Shawnee, OK  
May 2017  
GPA: 3.88

### **EXPERIENCE**

#### **TIFFIN UNIV. ELITE SPORT & CULTURE WEEK**

Tiffin, OH

*Assistant Marketing Coordinator, The Steering & Ambassador Committees* November 2017 – October 2018

- Generated recommendations in meetings to senior management concerning budgeting, marketing plans and sponsorship proposals
- Engaged target prospects on social platforms – Twitter for more personal influence and participation. Facebook for the release of key events & news while leveraging influencers
- Redesigned informational content to appeal to college students - 1st and 2<sup>nd</sup> year students
- Spearheaded Twitter account & produced webpage to raise awareness & increase popularity
- Engaged and informed youth K-6 to participate in the *3 Pillar Program* and establish communication activities with student ambassadors
- Coordinated deployment of student ambassadors & staff into schools and other venues
- Represented the ambassadors in venues around Tiffin to inform the public about the committees role and successfully informed all major schools in the Tiffin-Seneca county

#### **OKLAHOMA BAPTIST UNIV. SPORTS MARKETING TEAM**

Shawnee, OK

*Marketing/Promotions & Game operations Intern*

January 2017 - May 2017

- Motivated & lead grassroots marketing efforts around campus and Shawnee, doubling attendees for two consecutive weekends
- Authorized game day operations & facilitated general flow of in-game activities ensuring high standard of fan morale according to individual satisfaction post-game
- Oversaw and interacted with 100+ spectators with customer service care, promotional events & served as liaison to Director of Operations

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**OKLAHOMA BAPTIST UNIV. ADMISSIONS OFFICE**

Shawnee, OK

*Senior Member of the HERD*

October 2016 - January 2017

- Registered the most phone calls to prospective students in a month, generating a 5% increase in new student applicants for upcoming school term
- Conducted school tours for parties up to 25 people, aiding recruitment efforts on a weekly basis
- Co-coordinated recruitment events e.g. Preview Day, Be a Bison Day, Night on the Hill
- Solicited feedback from international prospective students through email and phone communication

**ACTIVITIES****NATIONAL COLLEGIATE ATHLETIC ASSOCIATION WOMEN'S FINAL FOUR**

Columbus, OH

*Volunteer*

March, 2018

- Directed and systematized customers according to age range, credentials and wristband colors for interactive games - attended to 35+ customers per hour
- Initiated and addressed customer questions and enhanced festival experience
- Responded to and alleviated sudden disputes involving individuals and special appearances of the day

**BOWLING GREEN STATE UNIV. ATHLETIC DEPARTMENT**

Bowling Green, OH

*Volunteer*

November 2017

- Contributed to sell-out stadium (capacity of 24,000) by enforcing promotional giveaways, gear & schedules
- Exhibited strong capacity to multitask under pressure by attracting and attending to a mass of spectators during intermission promotions

**INTERNATIONAL COLLEGIATE ATHLETE**

Tiffin Univ. Women's Soccer Team

Tiffin, OH

*Member*

August 2017 - May 2018

- Recognized as 'Player To Watch' recording 3 Game Winners in the 2017-18 season

Oklahoma Baptist Univ. Women's Soccer Team

Shawnee, OK

*Member*

August 2015 - May 2017

Paris Junior College Women's Basketball Team

Paris, TX

*Member*

August 2014 - May 2015

- Elected *Most Trustworthy & Hardworking Player* by fellow teammates

Iowa Western Community College Women's Basketball Team

Council Bluffs, IA

*Member*

August 2013 - May 2014

**CERTIFICATIONS**

- Twitter Flight School #GRADUATE

**SKILLS**

- Valuable editing and copywriting skills – pays close attention to detail
- Strong proficiency in Social Media Targeting & Communication
- Valuable editing and copywriting skills – pays close attention to detail
- Adept at working effectively across departments within new environments and cultures

**Computer:** Highly competent in Microsoft Office applications, Windows Movie Maker, Web editing: Weebly

**Language:** Greek (Basic), Twi – Ghanaian Dialect

**HONORS & AWARDS**

- Leadership Honors: Omicron Delta Kappa May 2017
- Academic Presidential Honors List May 2015
- Phi Theta Kappa Honor Society May 2014

**SPORTS BLOG:** <https://markellasuka-fatp.weebly.com>