
MORIAYO M. ODUGUWA



MODUGUWA@GMAIL.COM



[MORIAYOODUGUWA](#)

[BLOG](#)

[AD PORTFOLIO](#)

SUMMARY

Accomplished content creator and creative self-starter with 4+ years' experience in blogging, researching, social media marketing and maintaining client relationships.

SKILLS

Copywriting, project management, attention to detail, WordPress, Entrepreneurial spirit, excellent written and verbal communication, working fast under pressure

EXPERIENCE

FREELANCE MUSIC JOURNALIST / YO! THAT SLAPS

2014-Present

Translating music and other creative mediums into readable material for 25,000+ readers worldwide

Curate copy for social media channels to increase brand visibility and awareness

DIGITAL MARKETING INTERN & EXECUTIVE ASSISTANT / UG STRATEGIES

2017-2018

Update Uphoria website and social channels with festival and playlist content

Set CEO schedule, tracked marketing deliverables and expenses

IDENTITY DEVELOPMENT LEAD / AFRICAN AMERICAN RESOURCE CENTER

2015-2016

Facilitated workshops & symposiums to 200 students

Marketed the center as a safe-space cultivating "Black Excellence, One Titan at a Time"

EDUCATION

BA – ADVERTISING & AFRICAN-AMERICAN STUDIES

California State University Fullerton

Dean's List Recipient: 2015-2018

Advertising coursework includes experience with: cold calling local businesses, creating brand audits, testing media plans and researching media perception of social justice movements including Black Lives Matter.

African American Studies coursework developed deep cultural competencies to analyze the effects of media messages in relationship to minorities' marginalized experiences in the United States.



LEADERSHIP & VOLUNTEER EXPERIENCE

CULINARY ASSISTANT / BOYS & GIRLS CLUB

2017-2018

Educate youth about gardening and assist with weekly culinary program to ensure kitchen safety

COMMITTEE APPOINTEE / PARC PLANNING COMMITTEE

2017

Managed \$10,000 budget for performers, merchandise and keynote speakers

VOLUNTEER COORDINATOR / NATIONAL SOCIETY OF BLACK ENGINEERS

2017

Organized and solicited 30 volunteers for their Fall Regional Conference with Google Sheets

INTER-CLUB COUNCIL REPRESENTATIVE / NATIONAL SOCIETY OF BLACK ENGINEERS

2017

Negotiated \$3350 in funding for the 2018 National Convention
Voted on distribution of \$48,500 for other STEM organizations

PRESENTER / POP CULTURE AMERICAN CULTURE ASSOCIATION

2017

Examined Hip-Hop's effects on the marginalization of Black marriage and family life