

TANAKA TAVA

*Artist, Entrepreneur &
Venture Capitalist*

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📍 Austin, Texas

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🌐 LinkedIn

EDUCATION

Bachelor of Arts

Theater Arts & Entrepreneurship

Baylor University

📅 August 2017 - August 2021

📍 Waco, TX

Dean's List, Spring 2020

Dean's List, Fall 2019

Dean's List, Fall 2018

CERTIFICATIONS

Digital Skills: Artificial Intelligence,
Accenture

Digital Skills: User Experience Design,
Accenture

Introduction to SQL, University of
Michigan

Programming for Everybody (Python),
University of Michigan

SKILLS

Python

Public Speaking

Microsoft Office Suite

Emotional Intelligence

User Experience Design

Research & Data Analysis

Content Creation (Social Media)

Verbal & Written Communication

CAREER OBJECTIVE

Tanaka Isheanesu Tava is a creative, innovative, and product-driven entrepreneur with experience building organic audiences in the digital media marketplace. Media efforts include generating roughly \$600,000 in lifetime revenue and over 2.5M views across social media platforms.

WORK EXPERIENCE

Venture Associate

Capital Factory

📅 May 2022 - current 📍 Austin, Texas

- Venture Capitalist at Capital Factory, the most active investor across Texas.
- Responsibilities include sourcing companies to increase deal flow, writing deal memos, performing due diligence, and developing relationships with Fortune 500 CEOs, angel investors & venture capitalists in Austin.
- The firm is focused on early and growth-stage companies. From Seed to Series B investments.
- According to Pitchbook, Capital Factory has been the most active investor in Texas since 2010.

Co-Founder & Vice President

Videlloo

📅 November 2020 - December 2021 📍 Mulberry, Florida (Remote)

- Acted as the liaison between product, IT, and sales teams to understand customer demand for new features and prioritize the product roadmap
- Led a team of 6 employees and 4 software developer contractors forming strong relationships with stakeholders resulting in a functional MVP in 6 months.
- Proactively met deadlines, communicated with the team, and offered additional support in the way of testing hypotheses in order to increase productivity in a startup environment.
- Participated in stakeholder meetings with cross-functional team, and helped define go-to-market strategies
- Strategized, developed, and managed digital marketing across, Instagram, TikTok, Facebook growing the userbase from 0 to 12.5K across all social channels in 10 months.

Social Media & Digital Marketing Intern

Universal Phoenix Group

📅 May 2020 - August 2020 📍 Atlanta, GA

- Improved Instagram engagement with attention to SEO and keyword research, helping drive total page traffic up by 73%.
- Studied analytics in Google Search Console, identified low-performing content and recommended solutions that improved content performance by an average of 34%.
- Performed rigorous A/B testing, which improved the conversion rate of marketing landing pages across the company by 80%.

LEADERSHIP

Baylor University, Student
Government Director of Diversity &
Inclusion (Fall 2019 - Fall 2020)

Baylor University, National Pan-
Hellenic Vice President (Spring 2019 -
Spring 2020)

Baylor University, Ministry Team
Leader: FaceTime with God & Baptist
Student Ministries (Spring 2018 - Fall
2020)

Alpha Phi Alpha Fraternity, Inc.
Parliamentarian (Fall 2018 - Spring
2020)

Baylor University, Student
Government Freshmen Vice President
(Fall 2017 - Spring 2018)

HONORS

2021 Dallas Business Journal NTX Inno
Under 25

Spring 2021 TEDx Speaker Presenting
"The Highlight Effect"

2020 Baylor University Student
Government: A.A. & Marjorie Hyden
Endowed Scholarship Recipient

2019 Baylor University Student
Government: Student Involvement &
Active Engagement Award Recipient

2019 Baylor University Academy for
Leadership Development: Social
Identity Award Recipient

Baylor Experience and Admissions Representative

Baylor University

📅 August 2019 - January 2021 📍 Waco, TX

- Created guest experience for prospective students, staff members, large school groups, and athletic recruits.
- Led communication, presentation, and developed personal skills to lead tours lasting around two hours resulting in over 30 students committing to the university.
- Improved Baylor Social Media Channels to increase brand awareness, events and content creation to increase mass audience from 110,000 people to 154,000 people in 1.5 years.

PROJECTS

Tava Multimedia Group

Founder & Creative Director

📅 May 2020 - current

- Tava Multimedia Group is a creative entrepreneurial endeavor integrating technology, entertainment, and design to inspire the masses.
- Distributed over 130+ hour-long podcast episodes, with the Campus Cuts Talk Show resulting in 1.25M downloads across podcast distribution platforms (Spotify, Apple Podcast & Google Podcast)
- Generated revenue of \$250,000, 174,000 downloads, and #1 ranking FinTech mobile application in Social Networking paid category in 8 weeks.
- Grew personal brand TikTok channel from 0 to 6.8K followers in 6 weeks posting short-form motivational content with an active Generation Z user base
- Grew personal brand Instagram channel from 0 to 31,200 followers in 1.5 years posting short-form motivational content with on Instagram via Reels
- Generated revenue of \$300,000 with clothing line artistic experiment named Iconic: Luxury Streetwear via Shopify web store.