

TANAKA TAVA

Management Consultant & Marketing Specialist

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🌐 LinkedIn

EDUCATION

B.A. in Neuroscience & Theatre Arts

Baylor University

📅 August 2017 - August 2021

📍 Waco, TX

🎓 GPA: 3.6

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

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

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

Dean's List, Fall 2018

Dean's List, Fall 2019

Dean's List, Spring 2020

SKILLS

Public Speaking
Strategic Leadership
Business Development
Strong Verbal & Written Communication
Content & Corporate Strategy
Adobe Illustrator & Adobe Photoshop
Paid Media (Facebook, Instagram, AdWords, Youtube)
Google Analytics
Microsoft Office (Word, Excel, PowerPoint)
Basic HTML & Python

CAREER OBJECTIVE

Creative, innovative, and results-driven content strategist with 2+ years of experience building organic audiences in the digital media marketplace for brands. Media efforts I have overseen have generated roughly \$2.5M in lifetime revenue and over 2.5M views across platforms for the businesses I have impacted.

WORK EXPERIENCE

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.
- 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.

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%.
- Spearheaded marketing team by writing and editing 50+ social media and email campaigns.

PROJECTS

Tava Multimedia Group

Founder & Lead Creator

📅 Jan 2020 - current

- Tava Multimedia Group is an innovative media company 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 \$200,000 and 174,000 downloads in the Social Networking mobile application space.
- Grew personal brand Instagram from 0 to 31,200 followers in 1.5 years creating short-form motivational content with Reels.
- 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.