

EMMANUEL MUZUMARA

MBA CANDIDATE | MEDIA PRODUCTION & SOCIAL CONTENT STRATEGY

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EDUCATION

Mercy University

Master of Business Administration | Marketing Concentration

New York, NY

2025 - Present

Michigan State University

Bachelor of Arts | Communications, Leadership, & Strategy | Business Minor

East Lansing, MI

2021 - 2025

Honors: Featured Student Leader – Hunger Free Campus Initiative & MSU Student Food Bank \$125K Recognition | Dean's List, Fall 2023 & Spring 2023

PROFESSIONAL EXPERIENCE

Living Alternatives for the Developmentally Disabled, Inc.

Social Media & Digital Communications Coordinator (Remote)

Dowagiac, MI

2022 - Present

- Own end-to-end social media strategy and content production across multiple platforms, translating organizational updates into inclusive, audience-targeted content that increased online engagement by 40% within one year.
- Manage a recurring content and events calendar, coordinating announcements across social channels and the organization's website to keep the surrounding community consistently informed.

PBS Michiana - WNIT

Social Media Marketing & Production Intern

South Bend, IN

Summer 2026

- Operate studio cameras and support technical direction during multi-camera live tapings for station programming, while assisting with production logistics for on-location and studio shoots across documentary, broadcast, and promotional formats.
- Capture and encode raw camera footage, edit episodes in Adobe Premiere Pro, and repurpose long-form documentaries and station programs into short-form video content for social platforms, extending program reach across digital channels.

Impact 89FM - WDBM-FM

Entertainment & Music Content Contributor

East Lansing, MI

2024 - 2025

- Researched and pitched weekly story angles for the entertainment and music team, tracking emerging artists, releases, and entertainment events to keep coverage timely.
- Wrote and edited articles for the station's entertainment desk, collaborating with the creative team to shape story angles from pitch to publish.

Michigan State University, University of Health & Wellbeing

Engagement Team Operations Supervisor

East Lansing, MI

2024 - 2025

- Directed daily operations for a multi-program student engagement team, training and onboarding staff to ensure consistent execution across concurrent initiatives, including the MSU Spartan Shelf Basic Needs & Food Bank Program.
- Produced internal reports and communications for cross-departmental stakeholders, maintaining alignment and clear information flow across a large university department.

American Advertising Federation, MSU Chapter

Creative Strategist, Tide National Campaign

East Lansing, MI

2023 - 2024

- Helped lead research and creative development for a Tide campaign that won District 6 (Midwest region) and advanced to the national semifinal round of the National Student Advertising Competition.
- Concepted and designed social-first ad executions for TikTok, Instagram, Facebook, and YouTube Shorts as part of the national campaign pitch.

ADDITIONAL INFORMATION

Production: Multi-Camera Live Production, Technical Directing, Studio Camera Operation, Adobe Premiere Pro, Adobe Media Encoder, Final Cut Pro

Digital Marketing: Social Media Management, Digital Content Creation, Data Analysis & Reporting, Meta Business Suite, Google Ads, Search Engine Optimization (SEO), Copywriting

Certifications: Bloomberg Spreadsheet Analysis, Google Ads – Display & Measurement Certification, Google – Fundamentals of Digital Marketing, YouTube Asset Monetization & Content Ownership