


# Malika Grace, MBA Candidate

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## Summary

18-year-Experienced Marketing, Digital Media, and End-user Experience professional with a demonstrated growth history within leading global for-profit and nonprofit organizations. Experienced in Leadership, Web Development, Graphic Design, Marketing (digital and traditional), Project Management, Marketing Strategy, Social Media, Business Process Improvement, Creative Direction, and Branding.

## Experience

### Brand and Business Development Specialist

TDJE

Mar 2020 - Present (6 months +)

- Maintained ongoing and regular contact with all sponsors and partners to foster ongoing business relationships and seeking out new partnerships and sponsors for the organization.
- Developed and maintained a prospect list and account information for new partnership and new business development opportunities.
- Coordinated the fulfillment of partnership deliverables and logistics for onsite activations for programs and conferences.
- Conducted lead generation efforts, weekly reporting, the fulfillment of digital/traditional marketing deliverables including the collection and delivering of assets to the appropriate departments.
- Tracked partnership and business development objectives, financial processing, and activation efforts to ensure the relationship is meeting partnership objectives and ROI.
- Supported strategic and tactical operational plans to ensure the achievement of organizational and departmental goals.

### Marketing Chair/Chapter Board Member

National Black MBA Association - DFW Chapter

Mar 2020 - Present (6 months +)

- Developed and managed advertising campaigns for programming, general body meetings, professional development initiatives, and community outreach.
- Led marketing team that supported social media, email, design, virtual events, public relations efforts, and content marketing.
- Supported the organization's programming efforts by developing marketing strategies for print, social, email, in-person, and virtual events.
- Monitored growth drivers Analytics and YTD growth across email, social media, and web and provide semi-annual reporting to chapter President and provide recommendations for future objectives.
- Assisted in creating more brand awareness and accurate organization positioning that's aligned with mission and vision.
- Directed, planned, and coordinated all marketing efforts.
- Communicated the marketing plans and projects with the Executive Board at monthly meetings and created best practice tools.
- Researched and analyzed demand for the organization's services and provide recommendations to the board for programming.



## **Director Of Marketing And Brand Development/Founder**

### **DIPCA Creative**

Jan 2002 - Present (18 years 8 months +)

- Managed all marketing projects from start to finish.
- Led key branding initiatives, social media marketing strategy, and content marketing.
- Skilled in Marketing Communications and Copywriting, Online Marketing, Product Marketing, Adobe Photoshop, Illustrator, InDesign, Wordpress, CPanel, HTML5, CSS3 and Javascript.
- Produced and maintained the front-end functionality of digital assets for clients including websites, social media, and eCommerce.
- Developed industry-leading, responsive, innovative, and creative websites that fostered ROI and increased overall brand awareness.
- Provided consultancy for brand management, public relations, digital and print creative direction, and business development.
- Created digital, print, and graphic design concepts and incorporated industry best practices and strategies for implementation.
- Planned, directed, and coordinated effective marketing strategies specific to client's needs geared towards targeted demographics.
- Managed digital assets and reported activities, emerging digital platforms, industry best practices, and new digital product channels to clients.
- Identified opportunities that improved the client's digital presence which increased the use of digital assets by integrating Google Analytics and other analytic tools.
- Detailed budgets and finance, including expenditures, research and development appropriations, return-on-investment, and profit-loss projections.



## **Strategic Marketing Specialist**

### **TDJE**

Jul 2019 - Mar 2020 (9 months)

- Produced strategic marketing plans for conferences/events, community outreach, and sales/digital sales to foster ROI and successfully targeted specified demographics and audiences.
- Provided marketing support and consultancy to T.D. Jakes Ministries and The Potter's House brand (over 30 Ministries).
- Managed project and process flow to increase efficiency and hit targeted objectives.
- Developed and planned brand-specific content and creative direction while using market research techniques which increases overall brand awareness.
- Conducted data analysis and reporting via project management and Customer Relationship Management (CRM) and provided key recommendations to increase brand awareness and brand development initiatives.
- Directed project's content, planning, scheduling, tracking, and reported status to Executives and key stakeholders.
- Contributed key insight, direction, and support for brand development initiatives to leverage the success of assigned brands/ministries including content development plans, strategy, goal/result measures, project timelines, email marketing, end-user experience, market research, data analysis, and reporting.



## **Consumer Advocacy Operations Supervisor**

### **Toyota North America**

Jul 2016 - Jul 2019 (3 years 1 month)

- Coached, counseled, and developed a team of 15 advocates to ensure organization and department performance expectations were met and/or exceeded.
- Monitored quality of customer contacts and advocate's performance, schedules, adherence, and punctuality to effectively support contact volume.

- Communicated performance and attendance feedback to advocates and management team.
- Developed monthly and annual performance reviews that identified core competencies, strengths, and development opportunities which resulted in three promotions and four project selections for direct reports within two review periods.
- Built, analyzed, and shared trend reports that identified department and advocate performance enhancement opportunities which resulted in an increase of the team's performance by 26% over 12 months.
- Supported the growth of all customer satisfaction and operational performance targets.
- Identified and implemented process and procedure improvements that fostered a streamlined business operation.

#### **TOYOTA Diversity & Inclusion Marketing, Digital Media and Web Development Chair**

Toyota North America

Aug 2017 - Mar 2019 (1 year 8 months)

- Developed media assets for Employee Resource Group (ERG) board meetings, events, membership meetings, and professional development training.
- Produced and edited articles/features in the quarterly digital newsletter that was distributed to the entire membership body.
- Managed editorial calendar and ensured all content is appropriate, relevant, and aligned with the mission and vision of the organization.
- Operated in sync with the Toyota North America Diversity & Inclusion Executive team to ensure that ERG's activated are aligned with overall organization initiatives and objectives.

#### **TOYOTA Customer Relations Acting Team Supervisor**

Toyota North America

Oct 2013 - Jul 2016 (2 years 10 months)

- Supervised representatives in world-class contact center
- Provided on the job coaching towards contact handling and department objectives
- Monitor contact center queue, service level and inbound calls
- Motivate and encourage agents through positive communication and feedback
- Track performance, attendance, daily statistics and report trends to management
- Maintain files on each agent as they relate to attendance, production and reviews

#### **TOYOTA Vendor Management/Team Supervisor**

Toyota North America

Oct 2013 - Jul 2016 (2 years 10 months)

- Managed two offsite vendor contact centers.
- Monitored and tracked efficiencies, contact handling, performance, attendance, daily statistics, and reported trends to management.
- Provided feedback based on contact and case auditing to vendors to prompt coaching opportunities to meet the organization's quality standards.
- Facilitated department and contact handling training via onsite, remote, and webinar systems.
- Organized outbound call projects for new model releases and provided training to vendor management staff.
- Coached, counseled, and developed advocates to ensure organization and department performance expectations were met and/or exceeded.
- Developed monthly and annual performance reviews that identified core competencies, strengths, and development opportunities which resulted in three promotions and four project selections for direct reports within two review periods.
- Built, analyzed, and shared trend reports that identified department and advocate performance enhancement opportunities.
- Supported the growth of all customer satisfaction and operational performance targets.

- Identified and implemented process and procedure improvements that fostered a streamlined business operation.

### **Customer Relations Case Manager/Representative**

Toyota North America

May 2006 - Sep 2015 (9 years 5 months)

- Provided support to Portland, Denver, and Los Angeles regional offices in the handling of escalated consumer concerns which led to a decrease in Lemon Law buybacks.
- Managed escalated customer cases by initiating region and dealership involvement to align with the organizations "fix it right the first time" initiatives.
- Established and maintained effective working relationships with internal departments and external vendors/agencies.
- Communicated professionally with consumers and internal stakeholders, which included dealer and regional field personnel.
- Advocated a positive brand image for the organization while maintaining advocacy for consumers.
- Assisted consumers with product concerns to find the best avenue and a win/win resolution.
- Assisted 30+ incoming customer consumers daily while exceeding department quality assurance standards consistently.
- Mentored incoming training classes on propr contact handling, processes, and company's quality efforts.

### **Digital Media Coordinator**

California State University-Dominguez Hills

Apr 2006 - May 2007 (1 year 2 months)

- Planned, led, and implemented effective marketing strategies for campus-wide events that increased student body involvement by over 13%.
- Designed digital and print collateral for on-campus and community events.
- Maintained digital content and reported activities, emerging digital platforms, industry best practices, and new digital product channels to stakeholders.
- Established and maintained effective working relationships with internal departments and external vendors/agencies that initiated successful cross-functional team collaborations.
- Identified opportunities that improved the student's experience of all digital channels which increased the use of digital assets.
- Leveraged multiple resources and partners that developed optimal student solutions including programing, print, and digital collateral.
- Tracked asset performance against goals and provided recommendations for improvements.

## Education

### **University of Phoenix**

Master of Business Administration - MBA


2018 - 2020

### **California State University-Dominguez Hills**

Bachelor's Degree, Communication and Media Studies

## Licenses & Certifications

 **Digital Marketing and Social Media Marketing and Online Reputation Management - Shaw Academy**

 **Digital Marketing - University of Phoenix**



## Comprehensive Grant Writing - Udemy Academy

### Skills

Digital Media • Digital Marketing • Social Media Marketing • Social Media • Marketing • Customer Service • Customer Relations • Automotive • Project Management • Web Design