

# Tunisha Singleton Ph.D.

Media Psychologist | Senior Leader Directing Growth & Shaping Impact

Dr. Tunisha Singleton offers over 15 years of interdisciplinary experience across media, technology, sports entertainment, and nonprofits. Holding a Ph.D. in Media Psychology, she specializes in sports fan identity, narrative messaging, and building inclusive communities. Since 2020, she has served as Board President of Black Girl Hockey Club, leading scholarship, leadership, and youth programs. As a consultant, she has worked with top organizations including Warner Media, the NHL, and the Peabody Awards to boost engagement, outreach, and brand affinity. Dr. Singleton is also adjunct faculty at Howard University, reflecting her dedication to education and advancing diversity in sports and beyond.



AS SEEN IN

VANITY FAIR

CBC SPORTS



MSG NETWORKS

The Boston Globe



## SIGNATURE SPEAKER TOPICS

- ✓ From Data to Drama: Using Insights to Shape Powerful Messaging
- ✓ The Psychology of Fandom: Leveraging the Experience Economy to Drive Engagement, Loyalty, and Action
- ✓ Aligning Values and Action: Building Brand Trust with Authentic, Strategic Messaging



### BRAND ENGAGEMENT

Elevating brand voice, identity, & cultural storytelling to enhance engagement.



### APPLIED RESEARCH

Fan identity, behavioral, & emotional intelligence insights into practice.



### IMPACT NARRATIVES

Compelling, story-driven messages that inspire & connect.



### STRATEGIC MARKETING

Drives vision for integrated marcomms strategy & multi-channel campaign execution

## CLIENT ACHIEVEMENTS

18B

press impressions

\$160K

2025 donations raised

269K

2026 podcast downloads

330K

email lead generation

\$6.75M

grantmaking cycle funds managed

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