



Fan-Focused.
Future-Forward.

Wouldn't it be dope if...

TUNISHA SINGLETON PH.D.



Professional 1-2 punch of art and science generating growth and opportunity with creative leadership, strategic vision, and psych-fueled innovation.

TUNISHA SINGLETON PH.D.



Creative Strategy | Leader in Fan Engagement, Brand Messaging, and Cultural/Consumer Insights

EDUCATION

Ph.D. Media Psychology
Fielding Graduate University, 2017

M.A. TV, Film, New Media Production
San Diego State University, 2007

B.A. Film & Digital Media
University of California, Santa Cruz, 2005

BIOGRAPHY

Tunisha Singleton, Ph.D., is an innovative cultural marketing leader with over 15 years of experience in applied media management and developing integrated marketing strategies. A recognized expert in fandom, she specializes in optimizing the fan experience and driving brand engagement across multiple touchpoints—including local activations and sponsorships, sales, social media, content creation, PR, and product marketing.

As a creative consultant known for seamlessly moving between big-picture storytelling and tactical execution, Tunisha has advised prominent organizations such as Warner Media, T-Mobile, Games for Change, and the Peabody Awards—demonstrating her agility in enhancing stakeholder value and delivering measurable results. Drawing on her Ph.D. in Media Psychology, she uniquely applies emotional intelligence and behavioral insights to elevate awareness and create impactful brand messaging while maintaining consistency.

A strong believer in aligning values with action, Tunisha intentionally designs workstreams that authentically connect with consumers and strengthen brand image. She has authored over a dozen scholarly publications and has been featured in *Vogue*, the *Boston Globe*, *Sirius XM Radio*, *MSG SportsNet*, and *MSNBC*—highlighting her as a recognized authority in fandom and the intersection of art and science.

CORE COMPETENCIES

Exceptional speaker and presenter, skilled at creating lasting cultural moments and breakthrough storytelling.

Integrated marketing strategy, multi-channel campaign execution, and content creation.

Expert in brand identity, strategic messaging, and narrative persuasion.

Strong cross-functional collaborator with organizational, partnership, and workflow management skills.

UNIQUE QUALIFICATIONS

- Ph.D. in Media Psychology—expertise in sports fandom and community development.
- Skilled at translating data, trends, and cultural insights into impactful brand strategies and growth opportunities.
- 15+ years of leadership blending strategic vision with hands-on execution, including performance tracking and reporting to guide strategy and decision-making.
- Committed advocate for inclusion and equity—Board President for Black Girl Hockey Club—a nonprofit dedicated to creating empowering spaces for Black women in hockey, on and off the ice.

PROFESSIONAL EXPERIENCE

Principal Media and Marketing Communications Consultant (Independent)

FanX Unlimited

2020 – present

As the Founder and CXO of FanX Unlimited, Tunisha is the leading strategy consultant who provides media, marketing, and communication services to clients large and small. With her proprietary FanX 360™ Model, she strategically enhances each fan engagement using storytelling and technology at every touchpoint.

Marketing Communications Consultant

Peabody Awards (Client)

2021 – present

Initially contracted to design and execute the interactive launch strategy for Peabody's Interactive and Immersive Award Category during COVID-19, leading to an expanded role as Marketing Communications Lead Consultant. Responsible for strategic brand communications, digital and social media campaign management, content and podcast production, live event audio/video production, website maintenance, and developing marketing collateral including press releases and newsletters to enhance audience engagement and brand presence.

Brand Experience and Digital Marketing Specialist

Tax Prep A-Go-Go (Client)

2023 – present

Provided brand identity development and strategic communications, executing comprehensive marketing strategies to enhance brand awareness among targeted audiences. Led website development, social media content creation, media management, and campaign execution to boost client engagement, strengthen brand positioning, and drive business growth.

Social Media and Business Development Strategist

GRX Immersive Labs (Client)

2023-2024

Optimized digital presence by managing website updates, developing social media strategies, and clarifying brand offerings. Led outreach and partnership efforts to expand market reach and drive business growth in the XR space.

Digital Strategist, Senior Manager of Marketing and Partnerships

Games For Change (Client)

2022 – 2024

Developed and executed comprehensive digital marketing strategies for immersive technology initiatives—including XR for Change and the award-winning VR documentary *On the Morning You Wake*—achieving significant increases in engagement (30%), brand mentions (46%), and visibility (27%). Managed social media, audience engagement, and content planning for Games for Change, while leading business development efforts and coordinating over 40 global VR impact activations in collaboration with production teams.

Digital Community, Culture, and Communications Manager

Crux XR / Black Heart Coop (Client)

2020 – 2022

Served as lead marketing communications and engagement consultant for a Black-owned worker cooperative, delivering communications services to clients. Led entertainment media strategy by designing and executing a social media blueprint that boosted digital presence, increasing followers by 30%, mentions by 46%, and engagement by 27%. Fostered an inclusive consulting environment supporting Black creatives in XR while spearheading business development and proposal efforts.

PROFESSIONAL EXPERIENCE CONT'D.

Director, Communication and Live Events

Maverick Pro Wrestling

2018 – 2020

Led marketing and communications strategy for an independent LA-based pro wrestling company, significantly enhancing brand awareness and digital presence. Produced digital content and managed social media, boosting online engagement by 30%, developed client proposals driving 25% growth in sponsorships, and assisted in live production of events averaging 1,000+ attendees.

Senior Manager, Digital Partnerships and Business Development

Vin DiBona Productions

2017 – 2018

Secured 27 digital brand partnerships, generating over \$1 million in revenue from 2017-2018 by identifying new business opportunities and revenue streams. Created all external communication assets, led client pitches, and managed the CMS and onboarding process for new partners. Served as the primary point of contact for digital brand partnerships, ensuring seamless communication and successful execution.

Digital Content Brand Manager

ScaleLab Network

2013 – 2015

Analyzed consumer data and behavioral insights to enhance digital navigation, boosting engagement by 27%. Led copywriting and content creation for an early YouTube influencer program, increasing performance metrics by 60%. Delivered strategic campaign recommendations that drove continuous improvements and achieved an 89% rise in client satisfaction. Regularly craft ad copy for paid social marketing campaigns.

Social Media Manager, Content Creator

Key Club of Hollywood

2010 – 2012

Managed all digital content for the venue's social media channels (Twitter, Facebook, Instagram), driving a 30% growth in followers, 46% increase in mentions, and 27% boost in engagement. Executed fan engagement strategies and VIP loyalty programs that enhanced brand awareness and boosted ticket sales. Led media buying efforts and monitored digital marketing campaigns to promote live events and maximize audience engagement.

Post Production Producer

PlasterCITY Digital Post

2007 – 2010

Managed client-specific projects for a boutique post house, ensuring workflows and timelines were met. Served as liaison between clients and editorial teams to maintain effective communication and strong relationships. Oversaw daily project progress, meeting client needs and upholding high service standards while managing sales and vendor relationships.

DISTINCTIONS & ACHIEVEMENTS

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| <p>Committed social justice advocate for inclusion and equity</p> | <ul style="list-style-type: none"> 2020 - present, Board President of Black Girl Hockey Club, nonprofit organization dedicated to creating a welcoming space of empowerment for Black women in hockey on and off the ice Ongoing collaborations with cross-functional teams across the NHL, PWHL, and affiliated brands for outreach, activations, and sponsorships Led negotiations to secure the following grants for 2024-25: Parity Week Grant - \$5k, NHL Foundation Grant - \$25k, Washington Capitals Grant -\$7k, and Bauer Equipment Grant -\$100k |
| <p>Proven track record of increasing brand visibility</p> | <ul style="list-style-type: none"> Garnered 18 billion press impressions for the 2024 Peabody Awards annual ceremony, more than doubling the 7 billion impressions achieved in 2023. Developed and executed a multi-channel marketing strategy for Games for Change, boosting social media engagement by 30% and increasing brand mentions by 46%, significantly elevating overall brand visibility. |
| <p>Notable revenue, partnership, and new business successes</p> | <ul style="list-style-type: none"> Secured strategic brand partnerships for Maverick Pro Wrestling, driving a 55% sales increase from 2017–2019 through innovative sponsorship and revenue-share models. Closed 27 digital brand partnerships within one year for America's Funniest Home Videos, generating over \$1 million in revenue (2017–2018). Co-produced and led marketing for the award-winning podcast We Disrupt This Broadcast, achieving 100,000+ downloads and a 74% listener retention rate across its first two seasons. |
| <p>Demonstrated success in rigorous research and faculty appointments</p> | <ul style="list-style-type: none"> Distinguished educator and recognized Faculty at Howard University (2023-present) and University of Nevada Las Vegas (UNLV) (2023-2024). Developed and instructed specialized advanced courses in Psychology, Sports Management, and Leadership Development. |

LINKS & EXTRA RESOURCES

- [LinkedIn](#)
- [Website](#)
- [Creative Portfolio and Capabilities Deck](#)
- [Research Studies Profile](#)