

## Schlitz Masheleni

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### Summary

Self-Motivated, quad-lingual, and creative problem solver, looking to join a growing, innovative, and impactful institution focused on changing the world and its surrounding societies.

### Education

#### **Bachelor of Science in Business Administration**

*Graduation Date:* May 2022

*Oral Roberts University, Tulsa, Oklahoma*

*GPA:* 3.90

Minor in Computer Science | Minor in Sociology

### Work Experience

#### **Marketing Coordinator, LABR Technologies LLC. | Full Time**

April 2022 – February 2023

- Coordinated digital marketing efforts such as designing landing pages, graphic design, social media content, website design, Facebook ads & Google ads.
- Utilized ZOHO CRM, ZOHO Email campaigns, Canva, Adobe, Trello and many other systems to manage all marketing operations to effectively reach target markets (B2B, B2C & C2B).
- Coordinated with sales team, product development team, leadership and recruiting departments to utilize digital marketing to increase performance of the company.

#### ***Former Recruiting Coordinator and District Recruiting Manager at LABR***

#### **Market Research Analyst, Eagles Roost Consulting | Contract**

April 2022 – October 2022

- Utilized research techniques to conduct a market analysis in order to find potential customers for a fortune 500 tech company (QCT Computing- A company that produces Super Computers)
- Compiled an extensive and detailed list of history on high performance computing systems, the institutions utilizing them, and best ways to contact these institutions.
- Coordinated efforts with QCT computing on contacting, sales, and upgrading of super computers at academic institutions. This was through cold calls and emails campaigns.

#### **Founder & CEO | Kingdom Marketing LLC.**

December 2021 - Current

- Developed, designed & structured websites for companies around the world to best market brand and appeal to customers.
- Created strategic avenues to improve and enhance marketing campaigns of businesses looking to increase sales and improve their brand personality.
- Led and managed a team to effectively create and execute marketing processes that would increase sales and brand engagement.

#### **Director of Influencer Marketing, Oral Roberts University | Work Study** October 2021 - May 2022

- Founded and assembled a team of 20 influencers to create, market and promote events and games for the ORU athletics department.
- Conducted and created marketing scheme and social media content (videos, posters, texts, emails, events etc.) for events and communicating this to over 5000 students. Breaking attendance records on multiple occasions.
- Led a team to bring energy to games and create an exciting atmosphere in a stadium designed to host over 5000 people.
- Representing the student body to the athletics department during meetings and decision making.

**Administrative Intern, Premier Logistics | Internship****May 2021 – August 2021**

- Organized and managed data, transaction files and inventory to optimize business operations.
- Updated inventory of incoming and out-going shipments within the branch.
- Restructured and redesigned systems for data management transitioning them from traditional pen and paper to digital.

**Student Ambassador, Oral Roberts University | Work Study****July 2021 – August 2021**

- Conducted cold phone calls to over 300 prospective students, interested in the university and needing to register into classes. Managed through the Salesforce CRM.
- Coordinated tours daily for prospective and incoming students for the college. Showing them all areas of the college and providing all relevant information.
- Set up events for prospective students to experience the college and register for the institution.

**President's Creative Team, Oral Roberts University | Work Study****September 2021 – May 2021**

- Met weekly to consult and advise the president of the school on weekly chapel services on how to engage and ensure clear communication to student body and broadcasted network.
- Collected and organized opinions of the student body in regard to the services and other events.
- Coordinated and managed different aspects of chapel services in order to create a more welcoming and fun atmosphere.

**Resident Advisor, Oral Roberts University | Work Study****August 2021 – May 2022**

- Managed the wellbeing of 25 men, by creating, enhancing, and enforcing (when necessary) a culture of respect, joy and positivity within the hallway.
- Managed and facilitated smooth operations within the hall and ensured clear communication to appropriate channels if issues arose.
- Planned and coordinated floor events to help create and build community.

**Student Association- Creative Assistant, Oral Roberts University****May 2021 – May 2022**

- Planned and coordinated events for the entire student body in order to enhance student life.
- Coordinated and worked with 4 teams to manage university social media, events & student affairs.
- Represented the student body in administrative meetings and groups in order to ensure the best student experience.

**IT Help Desk, Randolph College | Work Study****August 2018 - March 2020**

- Conducted lab checks in order to conduct maintenance on over 200 computers, printers, and scanners. While also researching methods to improve technology on campus.
- Facilitated campus events by overseeing setup and teardown of IT equipment as well as, utilizing video and photography to use in campaign marketing to prospective students.
- Managed the call center for over 800 students, staff, and faculty and troubleshooted their technical issues timely and efficiently.

**First Year Orientation Leader, Randolph College | Work Study****June 2019 - May 2020**

- Conducted 3 full day events for 60 prospective students and their families, ensuring that they were given adequate information on the school.
- Aided in preparation of the orientation for 200 incoming students from all over the world.
- Ensured the success of a group of 24 first year students during their experience of college as well. as, being a point of reference as the semester went on.

**Additional Skills**

Public Speaking | Coding (Java, C++ &amp; Python) | Strategic Thinker | International Background &amp; Network |

CRM Implementation (ZOHO &amp; Salesforce) | Graphic Design | Video Scripting, Editing &amp; Directing | Technical Support