MABEL MBA

San Marcos, TX | mbamabel1@gmail.com | LinkedIn | Portfolio

Award-winning communications professional, educator, and digital storyteller with expertise in public relations, social media strategy, content creation, higher education communications, and stakeholder engagement. Proven experience leading communication initiatives, producing multimedia content, managing events, and building audience engagement across academic and organizational settings.

CORE COMPETENCIES

Strategic Communications • Public Relations • Social Media Strategy • Content Creation • Media Relations • Event Management • Brand Storytelling • Stakeholder Engagement • Digital Marketing • Multimedia Production • Project Management • Crisis Communication

PROFESSIONAL EXPERIENCE

Texas State University | Lecturer, School of Journalism and Mass Communication | Jan 2026–Present

- Teach Media Writing, Career Professionalism, and Social Media for Strategic Communication courses.
- Develop instructional content and mentor students in digital media and PR.
- Mentor students in career readiness, personal branding, and professional communication.
- Assess student work using industry communication standards.

Texas State University | Instructor of Record | Aug 2025–Jan 2026

- Independently taught Social Media for Strategic Communication.
- Guided students through campaign development, audience analysis, and content strategy.

Texas State University | Project Manager, Mass Communication Week | Aug 2025–Dec 2025

- Planned and executed university-wide programming and events.
- Coordinated logistics, stakeholder communication, and promotional activities.

McCoy College of Business | Social Media Coordinator | Jun 2025–Dec 2025

- Created and managed content for official social media platforms.
- Produced multimedia content including video, photography, graphics, and promotional campaigns. Collaborated with campus partners to increase visibility and engagement.

- Analyzed content performance and optimized audience engagement strategies.

SXSW South by South West | Student Content Crew | Mar 2025

- Selected as one of 26 students supporting official SXSW content operations.
- Captured photo and video content for SXSW social platforms.
- Covered keynote sessions and documented high-profile speakers including Michelle Obama.

Texas State University | Graduate Instructional Assistant | Jan 2024–Aug 2025

- Supported PR and media communication courses through teaching and mentoring.
- Managed grading and feedback for 500+ students.
- Designed websites using WordPress, HTML, CSS, and Bootstrap.
- Published research on AI, education, and communication technologies.

McKindergarten Preschool | Manager, Corporate Communications | Sep 2023–Jan 2024

- Developed media briefs, presentations, and communication materials.
- Created social media content and supported communication strategy initiatives.
- Assisted with stakeholder engagement and media relations activities.

McKindergarten Preschool | Program Manager / Head of School | Jun 2021–Sep 2023

- Led strategic planning, operations, and communications.
- Increased enrollment by 41.8% through program innovation and community outreach.
- Managed budgets, personnel, and stakeholder relationships.

RESEARCH TOPICS

Embracing Ubuntu: Exploring the Communal Foundations of Public Relations in Sub-Saharan Africa

Exploring Emerging Digital Technologies in U.S. Higher Education- A Website: https://edtech.mabelmba.com/

EDUCATION

Texas State University- Master of Arts, Digital Media Communication (Public Relations), 2025

GPA: **4.0**/4.0 **|** Outstanding Graduate Student Award **|**Top Graduate Student Award **|** Phi Kappa Phi **|** Alpha Chi **|** Kappa Tau Alpha

University of Lagos, Lagos, Nigeria: Bachelor of Arts (B.A.) in English Language.

Enugu State University, Enugu, Nigeria: Bachelor of Education (B.A. Ed), Business Education**.**

University of Lagos, Lagos, Nigeria: Bachelor of Arts (B.A. Ed) in English Education

LEADERSHIP & COMMUNITY ENGAGEMENT

- Volunteer, TEDx Texas State University (2024–2025)
- PR Executive, Beyond the Classroom Foundation
- PR Executive, Her Essentials Nonprofit Organization
- Led healthcare outreach initiatives serving 3,500 girls across 17 schools in Nigeria
- President, Overcomers Church Youth Mentorship Program
- ESL Instructor (China, Singapore, and South Korea)