DOREEN MWINKUMA KUUNAPOR

KUMASI, GHANA

Kuunnapordoreen@gmail.com

https://www.linkedin.com/in/doreen-kuunapor-a844601a6

EDUCATION

University of Washington, Seattle

MA/PhD in English – Focus in Language and Rhetoric   **Expected: 2029**

Kwame Nkrumah University of Science and Technology (KNUST) in Kumasi, Ghana   **2019-2023**

Bachelor of Arts, English (Minor in French and Francophone studies)

- Magna Cum Laude

Research Interest

- Sociolinguistics, Linguistics Justice, Postcolonial literature, AI, Rhetoric, Dialects, Speech Recognition

RELEVANT WORK EXPERIENCE

Predoctoral Instructor   **September 2024- present**

University of Washington

English 131 – Composition: Exposition

A five-credit course that uses storytelling and multimodality to discuss and build skills for understanding situations and tailoring writing for different audiences. The course is designed to equip students with the skills necessary to write effectively for various academic and professional contexts. The course also aims to broaden students' prior knowledge in rhetorical and research skills to form a complex argument for university writing and beyond.

Teaching and Research Assistant, KNUST, Kumasi, Ghana   **November 2023 – August, 2023**

● Taught, graded, and marked over 50 undergraduate assignments and exams: I assisted the professor in teaching sociolinguistics, research methods in English, communication skills, and comparative and error analysis courses. In addition, I provided tailored tutoring and mentoring to students who were in the semester to prepare them for supplementary exams.

● Prepared and reviewed literature: I worked as a research assistant, assisting with literature reviews and proofreading the theses submitted to the English department three times a month.

Social and Editorial Associate (Remote)

ADJOAA, Romford, United Kingdom

A curated multi-brand online marketplace for premium sustainable fashion and lifestyle brands by African and black diaspora designers **August 2022-September 2023**

- Increased social media engagement by 30% in the first three months through strategic community management across platforms, compelling copywriting, and continuous research of topical subject areas to develop a quality content strategy.
- Analyzed and tracked monthly social media analytics, using data to improve online visibility and brand reputation, resulting in a 60% increase in social media reach in three months.
- Assisted the sales and merchandising team in meeting marketing KPIs, resulting in a 30% increase in sales during the peak season from September to December with weekly merchandise and theme curations for the website homepage.
- Created and scheduled daily content for social media using Canva and scheduling tools like Planoly.
- Created original content, including articles; reviewed and polished two guest blog posts every two weeks to ensure alignment with the brand's tone of voice.
- Promoted to an Associate role after six months as an intern

Assistant Digital Marketing Manager, Qwaba   **November 2021 – May 2022**

Qwaba | 2020 - 2022

Gained hands-on experience in digital marketing and copywriting, contributing to the development and execution of marketing strategies for Qwaba Rentals. Key achievements included:

- Developed and executed comprehensive content marketing strategies to increase brand awareness and drive leads by 13% in the first three months.
- Created engaging content for various distribution channels, including LinkedIn and Medium
- Managed and optimized Qwaba's LinkedIn account, including posting content, engaging with followers, and analyzing performance metrics.

SCHOLARSHIPS/ACHIEVEMENTS

- Provost Recruitment Award, University of Washington, 2024

- Government of Ghana Scholarship recipient, 2021
- United Nations Foundation Girl Up Storytelling Scholarship Award Recipient, 2022
- Young Innovative Leaders Fellow, 2022
- Step Up Technology Talent Accelerator Fellow, Girls Talk Global, and Vodafone UK, 2022
- Certified Digital Marketer, Melt Water Entrepreneurship School of Technology, Africa, 2021
- Founder, Lawra Girls STEM Summit through Girl Up Projects, 2022

CERTIFICATIONS/OTHER RELATED TECH PROJECTS

- **Because She Can Mentorship Program, Because She Can Ghana**   **July-Sep, 2023**

  A three-month mentorship program dedicated to matching underprivileged girls in college with mentors in the tech industry. I was engaged in a three-month hands-on Python programming class.

- **Shecodes Foundation Fellow, Shecodes**   **2022**

  An introductory course in web development. I learned basic skills in HTML, CSS, and JavaScript and created a [mini-project](#) at the end of the course.

- **Step Up Fellow 2022, Girls Talk London**   **Jan-June, 2022**

  Technology Talent Accelerator Program by Girls Talk Corporation and Vodafone UK for University Students in Ghana, and the UK who are planning to or are pursuing a career in Technology.

- **Digital Marketing Certificate, Mest Africa**   **Sep – Nov, 2021**
  A 12-week certificate course in digital marketing combined with hands-on experience and field training.

  The course content includes the following;

- o Copywriting
- o Content Creation (Graphic Design, Video Production and Editing)
- o Content Strategy
- o Email marketing
- o Google and Social Media Analytics
- o Marketing Funnel and Lead Generation
- o Web and Blog Analytics
- o AB Testing
- o Search Engine Optimization
- o Digital Advertising (Social and Google)
- o User Research and Persona

VOLUNTEERISM/COMMUNITY SERVICE

- Content Creator, Because She Can Not-for-Profit
- Ambassador, Black Girls in Tech Summit by Girls Talk Global
- Researcher, Siscode Ghana Not-For-Profit
- Founder, Lawra Girls Stem Summit
- Assistant Editor, Invincible Quill Literary Magazine

ACADEMIC PROJECT

Project: "A Corpus Analysis of Voice Construction In Academic Writings
I used a corpus-based approach to investigate the comparative frequency distribution of passive and active voice in Master's and PhD theses and the rhetorical implications of stance verbs used in the passive voice. I adapted the framework for analyzing stance verbs in The Longman Grammar of Spoken and Written English (Biber et al., 2002) to investigate the rhetorical implications of stance verbs. I analyzed 80 abstracts from 80 academic writing samples by Ph.D. and Master's students in Economics using the corpus concordance tool AntConc 3.0 to determine the frequency of stance verbs used in the passive or active voice. I enjoyed using Corpus Linguistics to analyze 80 PhD and Master's theses in Economics for my dissertation and was able to hone my research skills.

Supervisor: Dr. Osei Yaw Akoto

SKILLS HIGHLIGHT

- ✓ Copywriting
- ✓ Excellent communication skills
- ✓ Knowledge of common technologies such as JavaScript, R and Python, Adobe
- ✓ Technical skills in Canvas, Microsoft and Google Suites
- ✓ Easily Adaptable and quick learner

Languages: English (C1 level or bilingual proficiency), Twi, Dagaare (Native speaker), French (A2 level)