

TIJANIA GOODWIN

COMMUNITY AWARENESS, EDUCATION, AND MARKETING CONSULTANT

EXECUTIVE SUMMARY:

I'm a purpose-driven professional with expertise in branding, marketing, and creative direction, combined with a passion for education and community engagement. Known for strong collaboration and organization, I thrive in creating impactful strategies that connect people, elevate awareness, and drive meaningful change.

AREAS OF EXPERTISE:

- Content Creation
- Media Relations
- Graphic Design
- Social Media Management
- Partner/Sponsorship Relations
- Events Planning & Management
- Microsoft Office
- Presentation Development
- Public Speaking
- Brand Marketing
- Program Development
- Mentorship

CONTACT ME:

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Philadelphia, PA 19141

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REFERENCES UPON REQUEST

PROFESSIONAL HISTORY:

Community Awareness Coordinator & Victim Advocate

Central Division Victim Services
September 2018 - Present

- Coordinate agency presentations and informational events
- Provide emotional support, advocacy, and crisis intervention for survivors of crime
- Maintain case files, ensure confidentiality, and collaborate with service providers
- Design and update marketing materials for distribution to community
- Provide social media management & content creation for all social media outlets
- Utilize media outlets to inform community of victims' rights and services
- Develop and manage relations with potential partners as well as sponsors
- Connect with community and stakeholders at city & statewide meetings

Creative Brand Director & Consultant

The Divine Connections Agency
June 2012 - Present

- Provide brand identity services through digital marketing and consulting
- Create and publish relevant, quality content for social media channels
- Build strong relationships with influencers and stakeholders
- Liaise with clients to identify their needs and ensure customer satisfaction
- Create vision boards for clients who are in need of brand identity services
- Assist businesses in finding brand purpose to attract target audience

Early Student Engagement Coordinator

Lincoln Technical Institute: Philadelphia Campus
December 2012 - August 2017

- Developed and implemented an effective tracking system for students to address retention
- Tracked student's progress to identify areas of concern
- Conferred with and advised students on disciplinary and academics
- Utilized multiple strategies to engage and inform students about the resources and opportunities available to them
- Coordinated events and programs for students and educational colleagues

ACADEMIC BACKGROUND:

Cornell University

Certificate in Women's Entrepreneurship
December 2020

Saint Joseph's University of PA

Masters Of Science
September 2008 - May 2010

Major: Health Education | Concentration: Community Health

West Chester Univeristy of PA

Bachelors Of Science
June 2004 - May 2008

Major: Professional Studies | Minors: Health Sciences and Sociology

Bodine High School for International Affairs

High School Diploma
2000-2004

INVOLVEMENTS:

- Member of ForbesBLK
- Co-Founder of Sisters Bonding Through Grief
- Marketing Director for Hood Enriched Athletic Association
- Partnership & Impact Coordinator of Krimson Kourts Incorporated National Service Organization
- Host and Creator of Purposely Bossin Up Podcast