

EMMANUEL MUMBA.

CREATIVE MARKETING & TECH
PROFESSIONAL

ABOUT ME

Passionate digital marketing and branding professional with a background in Computer Science. Skilled in SEO, web design, branding, and content strategy. Harvard Aspire Graduate with leadership experience and a strong drive to build brands that connect and convert.

CONTACT

- +86 18811256159
- mumbasam12@gmail.com
- Haidian, Beijing China
- <https://mrmumba.com>

TECHNICAL SKILLS

SEO & SEM

Digital Marketing Strategy

Brand Identity & Visual Design

UI/UX Design: Figma/WordPress

Web Development & Design

Content Writing

Analytics (Google Analytics)

EXPERIENCE

PRESIDENT / COMMUNICATIONS LEAD

Eltama Hope Foundation - Sep 2019- Present

- Direct fundraising campaigns and volunteer programs, enhancing the foundation's reach and impact in local communities.

SEARCH ENGINE OPTIMIZATION COPYWRITER

Apidog - Sep 2024 - Present

- Collaborated with cross-functional teams to align content strategies with business goals and market trends.
- Marketing Automation/SEO/SEM

PROJECT LEADER/ WEB DESIGNER

Eleve Dance Shanghai - Sep 2023 - 2025

- Spearheading the development of a dance studio management website, integrating user feedback to ensure a user-friendly interface.

BRAND IDENTITY DESIGNER

Ashwanda Locs - Nov 2021 - Oct 2022

- Created a cohesive visual identity system that effectively communicated the company's brand message, increasing customer recognition.

JUNIOR GRAPHIC DESIGNER

Enarm Global Store - July - Oct 2021

- Coordinated graphic design projects from concept to completion, achieving client satisfaction and meeting tight deadlines.

SENIOR GRAPHIC DESIGNER

Betty Services - Jan - Feb 2021

- Designed logos, advertisements, and promotional materials that increased brand visibility.

WEB DESIGNER

Dikai Store - June - Aug 2020

- Developed and optimized a full-scale e-commerce website, enhancing user experience and ensuring high performance.

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SOFT SKILLS

Creativity

Adaptability

Teamwork

Critical Thinking

EDUCATION

Master's in Management Science and Engineering

University of Science and Technology Beijing

Starting: September 2025

Harvard Aspire Leaders Program - Graduate

Aspire Institute, Founded at Harvard Business School - May 2025

Chinese Language Pre-Degree Program

University of Science and Technology Beijing - 2024 ~ 2025

Bachelor's Of Computer Science and Technology

Sanming University - 2020 ~ 2024

Chinese Language

China Three Gorges University - 2019 ~ 2020

Junior High School

Kalomo Secondary School - 2014 ~ 2017

SCHOLARSHIPS

2021 FUJIAN GOVERNMENT SCHOLARSHIP

-Ranking: Second

2022 FUJIAN GOVERNMENT SCHOLARSHIP

-Ranking: Third

2023 FUJIAN GOVERNMENT SCHOLARSHIP

-Ranking: Second

AWARDS



**Class of 2024 Outstanding
International Graduate**

Sanming University



**HSK (Hanyu Shuiping Kaoshi)
Certificate, Level 4, 2023**

Haban



**2022-2023 "Fujian Adventure
from Mountain to Sea" won the
third prize in the short video
collection contest "Fu Culture to
the World.**

Fu Culture To The World



**2022-2023 SMU International
Students**

Talent Star

Sanming University



**Third prize in the 2023 World
vocational college skills.**

World Vocational Collage Skills Competition



**First prize in 2022 essay
competition.**

Sanming University



**Third prize in the 2021 " Empty
the Haze, Embrace the Sunlight"
talent competition.**

BRE Overseas Education



**2021 Outstanding individual
award.**

Sanming University



**Third prize in the 2020 " Me and
China " essay competition.**

China Three Gorges University