

CHRISTOPHER TIMOTHY

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EDUCATION

Howard University 2025

BBA in Marketing

Cumulative GPA: 3.61

WORK EXPERIENCE

Prxphecy Brand | *Performer, Designer, and Social Media Personality*

June 2020 – Present

- Creator of the Prxphecy personal brand encompassing performance, recording arts, content, audience engagement, etc.
- Solely handle all social media, outreach, bookings, marketing, budgeting, research, and merchandise design and facilitation

Define Yours | *Founder and Designer*

April 2021 – Present

- Founder and sole designer of 2023 Excellence in Retail Award Winning streetwear print-on-demand clothing brand
- Solely handle all website tasks, analytics, marketing, budgeting, research, influencer outreach, social media, and more
- Featured by 13WMAZ and the HU & PNC National Center for Entrepreneurship

ShuBee | *Marketing & HR Project Manager and Consultant*

Macon, GA June 2023 – Aug 2023

- Designed and conceptualized merchandise apparel
- Consulted on web integration via Printful for the Marketing team
- Conceptualized new product and company rebranding campaigns

ShuBee | *Marketing Intern*

Macon, GA May 2022 – Aug 2022

- Independently created a multi-channel recruitment campaign for currently sought positions
- Conceptualized and designed advertisements, brochures, print flyers, and social media posts via Adobe Illustrator and Canva
- Generated over 10x more views and 9x more engagement on TikTok than previous videos

LEADERSHIP ACTIVITIES

Phi Mu Alpha Sinfonia Fraternity of America | *Chapter Vice President, Social Media Chair & FEO*

Howard April 2023 –

- In charge of all activities and functions of the Zeta Iota Chapter delegated by the Chapter President
- In charge of social media operations and delegating responsibilities to the social media committee
- Responsible for curating the probationary membership intake process and corresponding with the University

HUSA Advancement Through Inspired Mentorship (AIM) | *A.I.M Mentor*

Howard September 2023 -

- Providing knowledge, resources, and a safe space to a designated mentee via monthly meetings
- Attending HUSA A.I.M networking events

SERVICE & EXTRACURRICULARS

Define Yours Abortion Rights Donation Clothing Line | *Creator & Designer*

July 2022 - Present

- Conceptualized and created a fashion line that donates 100% of profits to the National Network of Abortion Funds

Black Retail Action Group (BRAG) | *Member*

Oct 2022 – Present

- Networked with industry professionals learning various aspects of the fashion retail industry

SKILLS EXPERIENCE

Canva, Adobe Photoshop, Adobe Premiere Pro, Shopify, Office Suite, Soundtrap, Adobe Illustrator