

IQUO B ESSIEN

CONSULTANT

I help socially-conscious brands tell stories, market themselves, and raise money using writing, film, photography, websites, podcasts, courses, and social media, leveraging 15+ years of global experience.



SPECIALIZATIONS

- Communications, Marketing & Fundraising Strategy
- Creative Direction
- Multimedia Storytelling
- Creative Business Development
- Brand Development

SELECTED WORK EXPERIENCE

Founder & Creative Director

CROWDFUND YOUR DREAM, OCT 2018 TO PRESENT

Through an online course, workbook, webinars, workshops, and consulting, I teach people how to tell their stories, market themselves, and raise money for their work.

Content & Marketing Director

OPPORTUNITY LAB, FEB 2019 TO JUNE 2020

I directed marketing, communications, and content creation for a boutique consulting firm undergoing a rebranding.

Digital Content Producer

PHIL & CO., DEC 2017 TO JULY 2018

I produced digital content for a cause marketing agency, including a website, blog, social media channels, videos, and podcasts; strategized agency content and promotional calendar; and provided support in client meetings and pitches.

Strategy Consultant, Project Manager

PUBLIC EQUITY GROUP, MARCH 2017 TO FEB 2018


I helped social change organizations develop and implement high-impact strategy, best-practice management approaches, and campaigns that drive change and amplify impact.

In-House Contract Copyeditor

WEBMD, MAY 2017 TO DEC 2017

Edited content to ensure consistency in spelling, grammar, punctuation, syntax and usage per AMA and Medscape style.

CONTACT INFORMATION

 347-486-8744

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 www.linkedin.com/in/iquomma

EDUCATION

NYU/Tisch School of the Arts

MFA IN FILM, 2015; TISCH FILM FELLOWSHIP

Stanford University

BS IN BIOLOGICAL SCIENCES, 2003; NIH RESEARCH FELLOW; UNDERGRADUATE RESEARCH SCHOLARSHIP; DEAN'S AWARD FOR ACADEMIC EXCELLENCE

AWARDS

NYSCA/NYFA ARTIST FELLOWSHIP FINALIST
STUDENT ACADEMY AWARDS SEMIFINALIST
SPIKE LEE PRODUCTION FUND WINNER
TISCH GRADUATE FILM FELLOWSHIP
HEDGEBROOK WRITERS' RESIDENCY

ADDITIONAL WORK EXPERIENCE

Communications & Marketing Manager, Project Mgr

HOOK ARTS MEDIA NONPROFIT, JULY 2015 TO AUG 2017

I led integrated communications, marketing and fundraising campaigns; public, partner, and press outreach; and managed web, video, social media, and print collateral production.

Assistant Video Editor

TED CONFERENCES, AUG 2014 TO JULY 2015

I edited TED Talks for distribution to millions of international users, who stream, download, and share TED's video content featuring inspired presentations from the world's leading thinkers, makers, and doers.

Contract Marketing Manager

REELAFRICAN, JULY 2013 TO JUNE 2014

Created and executed marketing plan to promote African films and TV shows primarily via SEO, Google Analytics, Facebook ads, social media, YouTube ads, viral marketing, and content partnerships. Analyzed marketing data to drive user engagement and monetization.

Communications & Marketing Director

CULTURE PROJECT, SEP 2009 TO SEP 2010

Directed communications and marketing strategy for small nonprofit theater, managing website, social media, email marketing, newsletters, annual reports, print collateral production, PR, and photo/video editing.

Marketing & Communications Coordinator

THE EPIDAVROS PROJECT, APRIL 2009 TO SEP 2009

Created a marketing and communications strategy for an HBO documentary series on public policy. Wrote copy; developed learning modules; designed marketing collateral; cultivated outreach partners; managed social media; maintained a content archive.

Contract Copyeditor

PFIZER, JAN 2008 TO JAN 2009

Proofread web copy, PR, emails, direct mail, and internal communications for grammar, style, consistency, and layout according to brand style guides.

Online Editor, Contributing Writer

THE AFRICAN MAGAZINE, JAN 2007 TO MAY 2008

Launched an interactive, daily, arts and culture blog; created web content; built and maintained web pages; curated digital content for an international audience; wrote and edited copy; edited photos and video; managed website redesign.

Junior Associate

CORKERY GROUP UNLIMITED, AUG 2004 TO JUNE 2005

I provided research, writing, media, and PR support at a communications firm serving global health clients such as the Bill & Melinda Gates Foundation Global Health Program and the American Society of Clinical Oncology.

SELECTED PUBLICATIONS

"Selma and the American-ness of the Academy." *Gawker*. December 27, 2014.

"My FESPACO Diary: The Highs, Lows, and Meeting Abderrahmane Sissako." *Shadow & Act*. March 13, 2015.

"Liesl Tommy: forget you're watching a play—the director of *Eclipsed* on bringing the first all-female production to Broadway." *Guernica*. May 2, 2016.

"Nigeria's Yemi Alade opens up about her rise to Afropop superstardom & her unique connection with her fans." *Essence.com*. September 12, 2017.

My Film Reviews on [Rotten Tomatoes](#)

My stories on the [Shadow and Act film blog](#)

My stories on [Medium](#)

PODCASTS

Givers Podcast (2018).

Launched 9-episode podcast for client Phil & Co. Created concept, content calendar, wrote & edited scripts, designed collateral, produced episodes, and uploaded them to streaming platforms.

Creative IQ (2021).

Recently launched Creative IQ, a weekly podcast that delivers musings on film, dance, writing, music, culture, and the arts—while leveling up listeners' creative business game. I edit audio, vlog, create collateral, upload episodes to streaming platforms, update website, and send out newsletter updates.

PORTFOLIO

[View my creative portfolio.](#)

[View my film website.](#)