

REBECCA DAMENORKI SEWU
Department of Journalism and Media Communication
Colorado State University
Fort Collins, CO.

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EXECUTIVE SUMMARY

A Communication person with an engrossing interest in research activities ranging from Public relations, strategic communication, media, and society, cultural studies, customer relations, Entrepreneurship, and Marketing. I have a professional background mixed with an academic strength that makes me well-equipped to take on a role as an intern and worker while contributing to the administrative foresight of any corporate organization. I am capable and efficient in communication, Public Relations, and media studies and will be a great addition to the Organization's Team.

ACADEMIC DEGREES

MSc. Journalism and Media Communication Anticipated
Spring 2026
Colorado State University, Fort Collins

B.A. Communication Studies (Public Relations) September 2017 –
Oct. 2021
University of Media Arts and Communication (UNIMAC-IJ), Accra

CERTIFICATIONS

Best Practices in Teaching Fall 2024
Inclusive Pedagogy Fall 2024

TEACHING AND PROFESSIONAL EXPERIENCES

Graduate Teaching and Research Assistant

Department of Journalism and Media Communication – Colorado State University
Aug. 2024 – Present

- Teach Media and Society (JTC100) to junior-level undergraduate students, focusing on improving students' knowledge of how the media affects society and vice versa through diverse methodologies tailored to their learning styles.
- Grade assignments to assess and monitor students' progress in knowledge of media in society by identifying their strengths and areas for improvement.
- Provide detailed feedback on assignments to motivate students and improve their public speaking skills.
- Support and contribute to research undertaken by faculty members and the Department of Journalism and Society

Industry Experience

INSTITUTION: IGNITE MEDIA GROUP, GHANA (METRO TV, ORIGINAL FM AND TV)

YEAR: October 2022 to August 2024

POSITION: Sales and Marketing Executive

Responsibilities

- Handling all sales activities.
- Engaging and convincing prospective clients for business
- Advising clients on the best advertising package to go for.
- Organizing and coordinating brand activation programs

INSTITUTION: DONEWELL INSURANCE COMPANY LIMITED

YEAR: September 2021 to Sept. 2022

POSITION: National Service

Responsibilities

- Capturing businesses into underwriting software
- Advise clients on the adequacy of policy cover
- Identify motor and non-motor needs of clients
- Excel Reporting on Renewals and preparation of the commission
- Underwriting Duties
- Capturing businesses into underwriting software
- Perform other duties assigned by my supervisors
- Helped with administrative support, including managing incoming calls, coordinating files, and sorting mail.

INSTITUTION: AKPASA MEDIA NETWORK

YEAR: September 2019 to August 2020

POSITION: Customer Service officer

Responsibilities

Handled incoming walk-in customers, phone calls, appointments, and messages.

Helped to address customer's needs and concerns efficiently and effectively

Prepared weekly reports

Help Build rapport and establish good relationships with customers to ensure customer retention

INSTITUTION: NATIONAL COMMISSION ON CULTURE

YEAR: June 2019 - August 2019

POSITION: Internship

Responsibilities

- Kept physical files and digitized records organized for easy updating and retrieval by authorized team members.
- Reported back to instructor and management to receive day-to-day tasks and responsibilities.
- Helped with administrative support, including managing incoming calls, coordinating files, and sorting mail.
- Promptly received and forwarded incoming communications, such as phone calls, emails, and letters, to appropriate staff.
- Kept reception area clean and neat to give visitors a positive first impression.

COMPETITIVELY SELECTED CONFERENCE PAPERS

Xiao Ma, Yeunjae Lee, **Rebecca Sewu**. "Enhancing Employees' Social Media Advocacy through Internal Stewardship Strategies" - 75th Annual Conference of the International Communication Association in Denver, Colorado June 2025.

PROFESSIONAL DEVELOPMENT

- TILT Workshop (Inclusive Pedagogy). The Institute for Learning and Teaching. Colorado State University. Fall 2024
- TILT Workshop (Best Practices in Teaching). The Institute for Learning and Teaching. Colorado State University. Fall 2024
- CSU Writes Workshop (Writing Intelligently with AI). Colorado State University Writing Center. Fall 2024

LEADERSHIP/ SOCIAL/COMMUNITY SERVICE EXPERIENCE

- Youth Ministry Secretary- Presbyterian Church, Ashaiman district, October 2022 to present
- Youth Ministry Vice President- Presbyterian Church Ashaiman Central, October 2021 to October 2022
- Course Rep and tutorial coordinator for Public Relations Class of 2021 - Ghana Institute of Journalism, August 2018 to October 2021
- SRC General Assembly Rep for Level 100 class - University of Media Arts and Communication (UNIMAC-IJ), Accra August 2017 to May 2018
- Voluntary blood donor - 2014 to date.

MEMBERSHIP OF PROFESSIONAL ASSOCIATION

- Member, Women in Public Relations, Ghana
- Graduate Student Association of Ghana-USA
- African Graduate Student Association-CSU

PERSONAL TRAITS

Presentable, Punctual, Hardworking, Honest, and Attentive to Details

HOBBIES

Listening to Music, Reading Journals, Cooking, Watching Movies

REFERENCES

Yeunjae Lee, Ph.D.

Assistant Professor

Department of Journalism & Media Communication
Ghana

Colorado State University

Israel Babanawo

Sales Manager

Ignite Media Group,

Metro TV, Original FM, and TV

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