

Myles Ashitey

Media Researcher

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About Me

Hi! I'm creative and passionate about generating fresh and imaginative ideas for diverse audiences.

Professional Experience

Creative Strategy Assistant

2023/08 – 2024/08 | New York, NY

Universal Music Group, Island Records

- Managed vendor selection, jersey design, and financial negotiations for charlieonnafriday's artist activation, boosting brand visibility and engagement.
- Led the department intern toward capstone project development, contributing fresh ideas for an upcoming album release.
- Spearheaded the delivery of assets for acclaimed artists while navigating various digital service providers.

Creative Strategist Intern

2022/05 – 2022/08 | New York, NY

ByteDance, TikTok

- Developed six new content series strategies to increase engagement for SMBs on TikTok for Business.
- Conceptualized the theme for the TikTok World summit, resulting in a cohesive, visually striking event and keynote experience.
- Developed copy for the initial Shopping Ads release. Copy was repurposed for other TikTok for Business offerings, including e-commerce solutions for major brands.

Creative Strategist Intern

2021/05 – 2021/08 | New York, NY

ByteDance, TikTok

- Designed the first batch of templates for the Dynamic Showcase Ads release, with one template adopted by American Eagle Outfitters.
- Identified opportunities to scale the Dynamic Showcase Ads release, enabling businesses to develop cost-effective ads effortlessly.

Undergraduate Research Assistant

2019/06 – 2019/08 | Claremont, CA

National Science Foundation

- Led a team of designers to create an instructional video on the concept of monodromy, presented at a professional conference, and inspired future research.
- Utilized design principles and mathematics expertise to communicate quantitative research findings to a diverse audience, assisting software engineers and mathematicians on the project.

Education

Master of Fine Arts in Design & Technology

2024/08 – Current | New York, NY

Parsons School of Design, The New School

Bachelor of Arts in Media Studies, Minor in Mathematics

2018/09 – 2022/12 | Claremont, CA

Pomona College

Key Skills

Hard Skills

Creative Strategy, Channel Strategy, Brand Messaging, Social Media Marketing, Graphic Design, Product Design

Soft Skills

Time management, Applying feedback, Ideating, Flexibility, Ability to learn new design software quickly, Willingness to learn

Tools

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Adobe Premiere Pro, Figma, Procreate, Excel