

URSILLA KIBALE

574-303-5207

Susufataki1@gmail.com

South Bend, Indiana, USA

PROFESSIONAL PROFILE

Creative and highly organized bilingual communicator with strong skills in team management, digital media production, and visual design. Experienced in developing strategic marketing plans, building brand presence through social media, planning and scheduling content, producing original videos & graphics, leading teams and streamlining workflows. Combines strong creative abilities with excellent leadership, strategic planning, and operational coordination to consistently deliver high-quality work on time.

EDUCATION

Indiana University South Bend

BS: Integrated New Media

Minor: Business and Entrepreneurship

December 2026 (anticipated)

CORE SKILLS

Leadership & Team Management

- Assigning roles, supervising teams, and coordinating operations
- Managing communication flow, reports, and team accountability
- Designing systems that improve workflow, collaboration, and productivity

Media & Marketing

- Shooting, editing, and completing full video post-production
- Designing graphics, flyers, posters, and other promotional materials
- Creating engaging digital and social media content
- Developing strategic marketing and media plans aligned with organizational goals
- Planning, scheduling, and managing social media content calendars

Communication (English & French)

- Public speaking and delivering presentations
- Tutoring in English and French

Organization & Planning

- Designing schedules, surveys, and workflow systems
- Creating Excel tracking tools and managing project organization

Professional Experience & Training

- Media & Marketing Intern at Lerner Theatre by supporting strategic marketing and media planning, contributed to organizational goals, managed campaigns, and created branded graphics and video content.
- Trained team members on software (Mahombi Mbele Nonprofit Organization)
- Tutored students in French and English (Academic Centers for Excellence, Indiana University South Bend)
- Volunteered as a Junior Achievement instructor (Judd Leighton School of Business)

Technology Proficiency

- Microsoft Word, Excel, and PowerPoint
 - Adobe Creative Suite (Premiere Pro, Illustrator, Photoshop) and Canva
 - Video Production (Filming, Editing & Post-Production)
 - Media Planning & Social Media Management
 - Workflow & Survey Creation
 - Cash Flow Tracking Systems
-

