

MUTSA MADZIVIRE

30 Columbia ST W, Kamloops mutsaa73@gmail.com

SUMMARY

Fourth-year New Media Studies student with a minor in psychology. Currently have a GPA of 3.4. A great communicator with an interest in the impacts of branding on artist growth and the credibility of musicians.

EDUCATION

Bachelor of Arts – New Media Studies

Minor in Psychology

Expected Graduation: FALL 2026

Relevant Focus Areas:

- Digital media and visual culture
 - Branding and audience perception
 - Consumer behavior and marketing psychology
 - Cognitive and behavioral responses to media
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RELEVANT COURSEWORK & ACADEMIC SKILLS

Digital Photography

- Applied technical photography skills such as composition, lighting, framing, and motion photography
- Experience with digital cameras and photo editing
- Strong understanding of visual aesthetics and image-based communication

Communication Design

- Proficient in Adobe Illustrator
- Experience with typography, layout, and visual hierarchy
- Designed graphic objects and visual assets with attention to clarity and branding

Consumer Behaviour (Marketing)

- Analyzed consumer decision-making processes
 - Studied how branding, messaging, and identity influence purchasing and engagement
 - Applied psychological concepts to marketing and media contexts
 - of Engineering
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SKILLS

Design & Media

- Adobe Illustrator
- Typography and layout design
- Digital photography techniques
- Visual analysis and aesthetics

Research & Analysis

- Qualitative and critical analysis
- Audience and consumer behavior analysis
- Media and branding evaluation
- Strong written and verbal communication

Psychology (Minor)

- Understanding of cognitive processes, perception, and behavior
 - Strong interest in how media and branding influence attitudes and long-term behaviour
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Interests

- Branding and public relations in digital media
 - Online fandoms and music culture
 - Media psychology and audience behavior
 - Long-term cultural and behavioral impacts of media systems
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