

# Mutaurwa Mapondera

mobile: +31 (0)611 740 181

email: mutaurwa@mutaurwamapondera.com

web: <http://www.mutaurwamapondera.com>

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## EXPERIENCE:

### ASICS Europe BV:

Position: Digital Marketing Coordinator, Lifestyle

Duration: May 2011 - Present

Location: Hoofddorp Netherlands

Description: *Lead of Digital activities for Onitsuka Tiger and ASICS.*

*Created Digital Communications plans for EMEA region.*

*Content creation for "Made of Japan" Brand Initiative*

*Including "Many Steps" by Takayuki Akachi - 150k Views*

*Kirimomi Font Family by Ian Lynam - 15k Downloads*

*Nippon Sounds by Donniss - 100k Impressions*

Position: Webmaster, Lifestyle and Products

Duration: May 2010-April 2011

Location: Hoofddorp, Netherlands

Description: *Managed digital activities for ASICS' lifestyle properties: Onitsuka Tiger and ASICS Sportstyle as well as directed online merchandising for all products.*

*Managed and directed the development and design of new ASICS Sportstyle Website.*

*Managed upgrade of Onitsuka Tiger Website to HTML 5.0 Platform.*

*Managed and creative directed Onitsuka Tiger 2011 Global Brand Campaign "Made of Japan."*

*Produced and coordinated distribution of all campaign content*

*Coordinated implementation of regional marketing policies amongst 22 countries in EMEA region.*

*Managed design and development of new ASICS online product catalogue experience.*

### LightUp Film

Position: Founder and Executive Producer

Duration: August 2009-Present

Location: New York, NY, USA

Description: *Executive Producer for start-up video and film production company.*

*Created treatments and production schedules for all projects.*

*Managed talent and client side relations.*

*Administered post production and budget reconciliation.*

*Clients Include: Jesse Boykins III, Street Etiquette, Public School NYC, Ford, NY Asian Film Festival*

### pLot Multimedia Developers

Position: Lead Producer/ Associate Creative Director

Duration: March 2009-January 2010

Location: New York, NY, USA

Description: *Lead production team and administrated development of digital content.*

*Defined, outlined and directed creative and artistic direction of marketing, web development and motion projects.*

*Clients Include: Pepsi Marketing Co., Toyota*

Position: Producer

Duration: June 2008 – March 2009

Location: New York, NY, USA

Description: *Managed Team of Developers and Motion Artists from over 10 countries.*

*Scheduled Projects, Handled Budgets and Client Relations for Over 9 Accounts*

*Clients Include: Koch Records, Pepsi Marketing Co., Sancho BBDO, Mucinex, Reckitt-Benckiser*

### MTV Networks

Position: Marketing Intern

Duration: June-August 2007

Location: New York, NY, USA

Description: *Worked directly under head of Music Marketing at mtvU.*

*Coordinated travel arrangements for Summer Concert Series.*

*Produced, Directed and Hosted Episode of mtvU's Deans List.*

*Appeared as an analyst on an episode of mtvU's The Freshman.*

*Student Correspondent for mtvU's Woodie Awards 2007.*

## EDUCATION:

University of North Carolina at Chapel Hill

Graduated: December 2007

B.A International Studies

Universidad de La Habana, Cuba

January – May 2007

## DISTINCTIONS:

Kappa Alpha Psi Fraternity Inc: Theta

Omicron Chapter

Initiated: Fall 2007

G.P.A. 3.333

Dean's List (5 Semesters)

## TECHNICAL SKILLS:

· HTML

· MS Excel

· PowerPoint

· Basic Final Cut

· After Effects

· Adobe CS5

· Coda

## LANGUAGE SKILLS:

· Fluent English

· Fluent Spanish

· High Proficiency in French