



## **Malika Pittman- Marketing, Social & Digital Media Professional**

Malika Pittman has always believed that you must showcase your brand in the best light, and because of that belief, she has a strong passion for the arts and visualization. Born and raised in Long Beach, California, Pittman's experience in digital media dates back when she was an adolescent; self-taught, full of inspiration and even more passion for the digital world. Her experience includes, but is not limited to, graphic design, web development and management, marketing analytics, digital asset management, user interface testing, project management in digital media, social media, and brand image.

With over 14 years of digital media, web/graphic design experience, twelve of those years have been directly within the automotive industry for Toyota Motor North America. Working for a fortune 500 company has given her great insight into the business world, and the importance of grooming our youth to thrive in corporate America. Pittman has worked on numerous projects, in various roles, and currently serves as Chair of Digital Media and Web Development for the African American Collaborative, a Business Partnering Group within Toyota Motor North America, whose focus is on the advancement of African American team members within the company.

Prior to her automotive experience, she has held the position of Digital Media Coordinator for the Associated Students, Inc. at California State University, Dominguez Hills. In that position, she created and designed advertisements and publications, from start to finish, maintained the department's digital assets, and chaired digital projects.

In 2016, Pittman started her very own creative agency where she specializes in Web Development Marketing Strategy, Social Media Management, Graphic Design, and Branding. In hopes of continuing her educational career, Pittman is a prospective law student with plans to study intellectual property and media law.