

KENYATTA SACHA DUNKIN

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EXECUTIVE SUMMARY

Strategic content, marketing, and go-to-market lead with over 10 years of experience in media, tech, policy and finance, driving data-informed business execution and innovation. A Wharton MBA and former Strategist at Netflix and Forbes, with a proven track record in content strategy, customer acquisition, partnerships strategy, C-suite support and operations. Current fractional CMO partnering with founders and CEOs, leading creative teams, building scalable systems, and developing dynamic frameworks to amplify growth. Known for managing \$1B+ content portfolios, leading crisis communications, and crafting strategies that amplify mission and market value.

✓ Content & Marketing Leadership	✓ Partnership Strategy & Growth	✓ Thought Leadership & Influence
✓ Go-To-Market & Innovation	✓ Cross-Functional Alignment	✓ Creative Ideation, Writing & Storytelling
✓ Data Driven Decision Making	✓ Brand Strategy & Market Positioning	✓ Equity & Inclusion Initiative Builder

PROFESSIONAL EXPERIENCE

LIMITLESS 320, INDEPENDENT ADVISING & CONSULTING | REMOTE

2024 – present

MARKETING, STRATEGY, & PARTNERSHIPS

LED SIX ENGAGEMENTS WITH EARLY-STAGE COMPANIES, CREATORS AND STARTUPS ACROSS MEDIA, VENTURE, AND TECH

- **FRACTIONAL CHIEF MARKETING OFFICER** — Architecting full-scale business strategy, content and marketing infrastructure for a faith-tech platform ahead of MVP launch, including brand positioning, go-to-market strategy, content ecosystem, creator pipeline, and multi-channel social framework. Leading a contractor-based team of 6 while serving as primary strategic advisor to the Founder/CEO - translating vision into execution across product, brand, and growth.
- **CONSULTANT: INFORMED \$20M+ CAPITAL RAISE VIA CONTENT INVESTMENT STRATEGY & WRITING** - Built the financing model and narrative for a production company pursuing a major streaming deal. Developed a data-backed ROI model and investor story, contributing to a 40% increase in investor engagement.
- **CONSULTANT: SECURED 90% SATISFACTION FROM CONFERENCE STRATEGY** - Led 360° marketing strategy for a faith + tech conference (150 attendees, 20+ speakers, 15 sessions), including content, audience acquisition, and monetization strategy. Achieved 30% cost reduction and 5x digital engagement, while building revenue infrastructure.

NETFLIX | LOS ANGELES, CA

2021 –2023

ASSOCIATE, CONTENT STRATEGY & ANALYSIS

IN-HOUSE STRATEGIST WORKING ACROSS 3+ BUSINESS UNITS CONCURRENTLY; REPORTED TO DIRECTORS AND VPS

- **INCREASED PERFORMANCE BY 25% AND IMPROVED RENEWAL SUCCESS** – Advised 30+ creative executives on data-informed decisions for greenlighting and optimizing content. Guided producers using performance analysis and solving analytics problems, leading to a 20% lift in effectiveness and renewal prioritization for high-performing titles.
- **IMPROVED \$1B CONTENT SLATE ROI BY 15% THROUGH PREDICTIVE FORECASTING**– Led the development of a media longevity model to assess content shelf life and strategic value. Managed 4 monthly cross-functional workstreams and delivered executive-level insights that informed long-term portfolio planning and investment efficiency.
- **MAXIMIZED ROI FOR 20K GLOBAL TITLES IN A \$100M SLATE** – Spearheaded global licensing strategy for kids content, analyzing 4 years of viewing data across 190+ countries and 300+ vendors. Developed a valuation framework for niche verticals (e.g. Faith, Black culture), contributing to 20% efficiency and faster decision cycles in title acquisition.

FORBES | REMOTE

2021

LEAD STRATEGIST, EQUITY & INCLUSION

INTERIM FOR VICE PRESIDENT (ON MATERNITY LEAVE) AS DEPARTMENT AND CROSS FUNCTIONAL LEAD; REPORTED TO CHIEF REVENUE OFFICER

- **SECURED 20+ PARTNERSHIPS AND BOOSTED OUTREACH BY 15%:** Led CRM-backed partnerships with firms like Morgan Stanley to expand Forbes' reach and influence across underrepresented audiences. Efforts contributed to pipeline diversification and \$200K+ in new partnership-linked revenue.

- DROVE 200% AUDIENCE GROWTH WHILE ADVISING THE C-SUITE: Advised senior stakeholders on DEI positioning, aligning internal messaging and external brand presence. Strategy elevated executive visibility while expanding opportunities for Black and Brown professionals across media and finance sectors.
- IMPROVED TEAM EFFICIENCY BY 20% THROUGH ORGANIZATIONAL REDESIGN: Developed and implemented a cross-functional growth and structure plan for a 10-person team. Supported change management and job clarity efforts that boosted collaboration and directly improved employee survey scores.

TRIBUNE COMPANY | CHICAGO, IL

2019 - 2020

CEO'S DEPUTY CHIEF OF STAFF (SPECIAL ASSISTANT), TRIBUNE PUBLISHING

PARTNERED WITH THE CEO AND CHIEF OF STAFF TO LEAD STRATEGIC INITIATIVES, LED A 10-MEMBER BOARD AND STEPPED IN AS CO-CHIEF COMMS OFFICER

- ACCELERATED C-SUITE STRATEGY & OPERATIONAL INSIGHTS – Partnered with CEO and C-suite to identify growth opportunities and reduce inefficiencies during a \$630M acquisition. Led 4 initiatives focused on revenue acceleration – resulting in improved performance across business units including a 12% YoY digital ad revenue increase.
- LED CRISIS COMMUNICATIONS FOR 4000+ EMPLOYEES ACROSS 10 BUSINESS UNITS – Stepped in as interim Co-Chief Communications Officer during COVID-19 and major workforce reductions. Drafted and deployed 50+ executive communications, stabilizing morale and ensuring consistent, clear messaging during a high-sensitivity period.
- LAUNCHED INAUGURAL NATIONWIDE BLACK ERG (100+ MEMBERS IN 60 DAYS) – Founded and scaled a company-wide network with governance, a 10-person board, and mentorship program - resulting in 3x ERG growth

SENIOR FINANCIAL ANALYST, FINANCIAL PLANNING & ANALYSIS (TRIBUNE MEDIA)

DURING AN ACQUISITION, INFLUENCED KEY FINANCIAL DECISION-MAKING; REPORTED TO DIRECTOR OF FINANCE

- DELIVERED \$560M IN PROFIT INSIGHTS AND BOOSTED TEAM PRODUCTIVITY BY 20% – Built standardized models across 42 TV stations, enabling streamlined analysis during acquisition and informing executive decision-making.
- ANALYZED 184K+ TITLES TO OPTIMIZE DIGITAL VIDEO STRATEGY – Created a content performance dashboard for Hulu's platform, influencing multi-channel strategy and improving cross-functional reporting efficiency.

UNITED STATES HOUSE OF REPRESENTATIVES | WASHINGTON, DC

2018

CONGRESSIONAL INTERN, CONGRESSWOMAN KATHERINE CLARK (MA5)

TO EXPAND MY SKILLSET IN PURPOSE DRIVEN WORK, JOINED PROFESSIONAL PLACEMENT INTERN PROGRAM; REPORTED TO CHIEF COMMUNICATIONS OFFICER

- CRAFTING WINNING CONTENT STRATEGIES – Led a media strategy that transformed signature content and created consistent engagement pathways; as a result of restructuring, she successfully won a Vice Chair campaign.
- STAKEHOLDER MANAGEMENT AND POLICY INFLUENCE - Managed relationships with diverse lobbyist groups, overcoming challenges in alignment, and provided strategic recommendations to executive staff.

WELLS FARGO BANK | CHICAGO, IL

2016 - 2018

FINANCIAL ANALYST (RELATIONSHIP MANAGEMENT), COMMERCIAL REAL ESTATE

STARTED MY CAREER GAINING A STRONG BUSINESS ACUMEN, SKILLSET AND FOUNDATION; REPORTED TO SENIOR RELATIONSHIP MANAGERS

- CLOSED \$1.2B+ PORTFOLIO WITH 15 DEALS AND 5% PORTFOLIO GROWTH – Managed and drove credit analysis, underwriting, and financial structuring across 40+ commercial real estate opportunities, improving client growth
- LED 500-MEMBER WOMENS NETWORK DELIVERING 10 SOCIAL IMPACT PROGRAMS - Co-chaired a 15-person board, directed \$200K in philanthropic funding, and built cross-functional visibility that elevated employee engagement and Wells Fargo's community brand while fostering a collaborative, inclusive environment.

EDUCATION & LEADERSHIP

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA, MBA

2022

Leadership: WMY Conference VP; Admissions Fellow; Co-President, Caribbean Association

UNIVERSITY OF ILLINOIS, URBANA-CHAMPAIGN, COLLEGE OF BUSINESS, BS in Finance

2016

Honors: Dean's List '13/'14; Founder, Students of Color Studying Abroad; Resident Advisor