



Owner

DaraMonifah® Cooper

St. Thomas, US Virgin Islands & Atlanta, Georgia

Email: conchshellmedia@gmail.com

Phone/WhatsApp/Zoom: 3406436863

conchshellmedia.com

Federal Small Business Certifications

- Black Woman Owned, Minority Owned

NAICS CODES

- 611000 - Educational Services
- 611420 - Computer Training
- 541613 - Marketing Consulting Services
- 541430 - Graphic Design Services
- 541511 - Custom Computer Programming Services
- 517919 - Communication Specialist
- 541800 - Advertising, Public Relations, and Related Services
- 541840 - Media Representatives

GENERAL COMPANY INFO

- Registered company name: DaraMonifah.com LLC
- DBA: Conch Shell Media LLC
- Year of incorporation: 2019
- State of incorporation: Virgin Islands of the United States
- Corporation type: S Corp
- D-U-N-S Number: 116834403
- CAGE Code: 9EHP0
- EIN: 66-0917576/93-2915925
- SAMS EID: KBQQBDGXBJS4

CONCH SHELL MEDIA LLC

EDUCATING, INFORMING, ADVOCATING &
UNITING THROUGH STRATEGIC MARKETING

Conch Shell Media, LLC owned and managed by DaraMonifah® Cooper, provides multimedia production, consultation, and training, along with strategic marketing, advertising, and educational consulting.

Creation of websites, social media and branding set up as well as various courses on the use of computers, tablets or mobile devices are also available by request.

CORE CAPABILITIES

(see professional networks, credentials, experiences and certifications on the left panel)

Community Communication & Education

- **Agricultural Communications & Farmer Education**

Agricultural Communications including expertise in the translation of technical language and information for sharing with wider audiences in various formats. **Unique specialization of interacting with and teaching farmers in the Virgin Islands, Caribbean, Southeastern United States and Africa. Created and offered the first courses in mobile devices for farmers and general community members after Hurricanes Irma and Maria.**

- **Community Education**

Teaching technology to individuals, groups, government agencies, private and nonprofit sectors, churches etc. **Mainly serves the small business, higher education, government and non-profit markets, but offers services to individuals as part of packages.**

Major Services Offered

- Consulting (Marketing, Advertising, Educational, Technology, Multimedia Production), Teaching/Instruction, Public Relations, Community Relations, Community Development

Past/Present Clients

- Government of the Virgin Islands, University of the Virgin Islands, National and Local NGO & Non-Profit organizations
- VI APEX, Small Business Development Center, UVI Office of Sponsored Programs, UVI College of Liberal Arts and Social Sciences, UVI School of Agriculture, Various Non-Profits



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Professional Organizations History

- RAFI-USA Board Marketing Consultant
- Association for Communication Excellence Marketing Co-Director
- Chair - Social Media Learning Community
- Vice Chair - Marketing Learning Community
- National Association of Black Journalists
- Public Relations Society of America
- American Advertising Federation
- National Agri-Marketing Association
- Agricultural Relations Council
- Southern Region Program Leaders Network
- Institute of Management Consultants
- Society for Human Resource Management
- Home School Legal Defense Association
- Future Business Leaders of America, Professional Division
- Toastmasters Club
- Graphic Artists Guild
- Project Safe Neighborhoods, VI
- League of Women Voters USVI

Licenses, Certifications & Certificates

- Board of Ed. Communication Educator License
- Internet Marketing/Advertising
- Educational Consultant
- Ethics & Mediation (PULSE Mediation)
- Customer Service
- Supervision/Remote Supervision
- Basic Human Resources
- Management Consultant
- Creative & Professional Writing
- Grant Writing/Management & Bookkeeping
- Microsoft Office Specialist
- Adobe Creative Suite
- Social Media/Digital Marketing, Websites/Blogs
- Graphic Design, Photo/Video Production
- Ethics in Advertising

CONCH SHELL MEDIA LLC

INNOVATIVE COMMUNICATIONS & EDUCATION
STRATEGIC MARKETING · CONSULTING · MEDIATION*

We aim to provide basic through advanced customized marketing, software and technology education with support to increase the digital literacy and marketability of farmers, professionals and general communities. Strengthening personal and professional abilities for organizational and promotional effectiveness, we provide customer-service focused, detail-oriented, ethical and intuitive experiences with intentionally casual and adaptive, comfortable learning environments.

Owned and managed by DaraMonifah® Cooper

(see professional networks, credentials, experiences and certifications on the left panel)

Owner/Company Background

• 25+ Years Trusted Locally* & Internationally

Respected familiarity as a native, contributing Virgin Islander* interconnected to the Caribbean, the Americas, Africa+

• 20+ Years Experienced as a Respected Professional

Teaching technology to individuals, groups, government agencies, private and nonprofit sectors, churches

• 15+ Years Recognized for Personal Drive

Awarded reputation as an advocate/mentor for youth, farmers and community

Owner's Work Experience

(see detailed information on resume)

- USDA Southern SARE Program Communication Specialist
- UVI School of Agriculture Cooperative Extension Service Communication Specialist: Public Relations, Technology & Distance/Online Learning, Outreach (**Farmer Tech Training**)
- University Faculty: Communications/Liberal Arts, Media, Radio
- Station & Programming Manager/PR & New Media Director
- School Teacher: Pre-K through 12 grade (VI & USA)
- Freelance New Media Journalist, Tech Support
- Musician: Instructor/Composer/Arranger (Schools/Community)

Services & Products

- Consulting & Education
- Multi-media Production
- Promotion & PR Services
- Event Coordination
- Video/Audio Recording
- Live Video Streaming
- Websites & Social Media
- Photo•Video•Audio•Text
- Branding•Graphics•Logos
- Digital/PrInt Publications



EIN: 66-0917576
EID: KB00BDGXBJ54

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DARAMONIFAH® COOPER

INNOVATOR  EDUCATOR

STRATEGIC COMMUNICATOR & MEDIATOR

JOURNALIST & NEW MEDIA SPECIALIST

Contact Info

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- Future Business Leaders of America, Professional Division
- Toastmasters Club
- Graphic Artists Guild
- Project Safe Neighborhoods, VI
- League of Women Voters USVI

Licenses, Certifications & Certificates

- VI Board of Ed. Communication Educator License
- Communication Support Specialist
- Internet Marketing/Advertising
- Educational Consultant
- Ethics & Mediation
- Customer Service
- Supervision/Remote Supervision
- Basic Human Resources
- Management Consultant
- Creative & Professional Writing
- Grant Writing/Management & Bookkeeping
- Microsoft Office Specialist
- Adobe Creative Suite
- Social Media/Digital Marketing, Websites/Blogs
- Ethics in Advertising
- Graphic Design, Photo/Video Production

An intellectual creative and consummate professional with a proven track record of successfully developing/implementing results-oriented marketing and advertising effectiveness. Applies attentive audience-centered outreach and advisement with strategically innovative engagement methods. Articulates thoughtfully creative, flexible, and analytical problem-solving solutions at above-average speed. Provides customer service focused, detail-oriented, ethical, intuitive, management and decision-making with a witty personality.

Owner, Conch Shell Media (LLC) - 20+ Years*

Internet Marketing/Advertising, Communications Support Specialist, Educational Consultant

Formal Education

Master of Arts, New Media Journalism

Full Sail University | 2016

- Website Design, Blog/Vlog & Social Media Marketing/Management, Podcaster

Bachelor of Arts, Communication

University of the Virgin Islands | 2007

- Writing, Editing, Desktop and Digital Publication Design/Layout, Music, Art

Work Experience

Communication Specialist

University of Georgia / Southern Sustainable Agriculture Research and Education | Jan 2022 -

- **Outreach:** Frequent travel to 14 U.S. southern region states & territories
- **PR/Media Relations:** Build/maintain relationships to mainstream media, specified sources
- **Graphic/Layout Design:** Create print/digital publications & multimedia (books, brochures, fact sheets, print/digital ads, print/digital banners, photos, videos, presentations, etc.)
- **New Media Journalism:** Conduct client interviews, produce/host and disseminate podcast, radio/TV spots, newsletter/blog, website & social media marketing, engagement, analysis

Freelance New Media Journalist / Photography, Videography

VI Source | 2020 - Present (Link: [ARTICLES, POEMS & PHOTOS](#))

Cooperative Extension Service Communication Specialist: PR, Technology & Distance/Online Learning, Outreach

University of the Virgin Islands / School of Agriculture | (2004*) 2009 - 2021

- Computer / Technology Instructor: basic/intermediate computer, internet, mobile tech
- COM & PR Specialist: Create digital publications for print/digital graphics and multimedia
- Produce and host weekly live program/podcast, updating blog and social media
- Educational consulting support for increasing engagement and presentation effectiveness
- IT Support and staff training: new technology, software, and distance learning strategies

Station & Programming Manager/PR & New Media Director

University of the Virgin Islands / WUVI Radio & New Media Station | 2014 - 2021

- Oversight and Supervision of staff/students. Equipment/software decisions
- Radio Studios/Computer Lab Management: equipment, software and facility
- Wrote/Managed grants, budget and Submits reports
- Planned, Prepared and Directed technical classroom/radio station training programs and classes using in-person, on-demand and virtual settings
- As WUVI Media Club Advisor conducted training, electronic learning, multimedia programs and other computer-aided instructional technologies

Full-Time Faculty/Student Advisor: Communications/Liberal Arts

University of the Virgin Islands / COM | 2019 - 2020

- Interpersonal Communication, Public Speaking, Radio Production, Broadcast Communication, Website Publishing, Advising: Media Club, Black Heritage Committee, Writers Block (Poetry)

Part-Time Faculty: Communications/Liberal Arts

University of the Virgin Islands / COM | 2016 - 2021

- Interpersonal Communication, Public Speaking, Radio Production, Website Publishing

Freelance Instructor: Technology/Software Trainer

University of the Virgin Islands / UVICELL | 2010 -

- Basic & Intermediate Computer/Internet for Senior Citizens/Community

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INNOVATIVE EDUCATOR

STRATEGIC COMMUNICATOR & MEDIATOR

FREELANCE JOURNALIST & NEW MEDIA SPECIALIST

SOFTWARE APPLICATIONS & TECHNOLOGY EQUIPMENT SKILLS

Video Conferencing

Zoom/MS Teams
Adobe Connect
GoToMeeting
Polycom

Learning Management Systems

Blackboard

Adobe Creative Suite

Audition, InDesign, Photoshop,
Acrobat Pro, Acrobat Reader,
Premier Pro, Illustrator

Microsoft

Word, Outlook, Publisher,
PowerPoint, Excel, OneNote
Skype for Business

Apple

iMovie/iTunes U
Keynote/Page
Microsoft 365 for Mac

Radio/Audio Broadcasting

Radio King
SoundCloud
TuneIn Radio
DRS 2006
Enco-Dad/Simian
Media Player

Web 2.0 Technology & Social Media

OneDrive, Dropbox, Google Drive
Wordpress, GoDaddy, Wix,
SquareSpace
Prezi
Cascade CMS

Platforms

Facebook, Twitter, Instagram
LinkedIn, Pinterest, TikTok,
YouTube, Vimeo, Blogspot

Mobile

iPhone or Android

Cooperative Extension Service Project Assistant - AgriTourism

University of the Virgin Islands | 2006

- Developed, designed, and implemented project materials for territory-wide interviews of farmers, restaurateurs and policy makers. Conducted interviews and supervised three UVI students. Developed Agri-Tourism Directory for farmer-restaurant networking.

Teacher, Steelband Director*

St. Peter & Paul Catholic School/Christchurch Methodist Outreach Center | 2006 - 2008

- Graphic Design, Yearbook Layout, Music/Arranged/Instructed/Conducted Steelband Music (both)

Software Installer/Instructor: Digital OCR/OMR Archiving

University of the VI Ralph M. Paiewonsky Library | 1999

- Learned, installed, taught and utilized Optical Character Recognition and Optical Mark Recognition software for use in digitizing publications, periodicals and books damaged by hurricanes making them searchable by key words.
- Trained students, faculty, and staff in software setup and user application.

Music Instructor/Assisting Composer/Youth Mentor

Superior Court Rising Stars Steel Orchestra | 1996-99

- Composed/arranged music and taught students for professional performances together with an orchestra.
- Learned/composed music, taught and mentored students for professional performances alongside other musicians locally and on trips.

University Print Shop Assistant

University of the Virgin Islands | 1996-99

- Assisted with graphic design, layout and printing of University and community publications. Developed and designed branded stationary for print and digital use.
- Utilization and troubleshooting of computer software, printers and other related hardware equipment.

QUALIFICATIONS & SOFT SKILLS

Effective Education, Training & Technology Aptitude

- Masters new software or hardware proficiency extremely quickly online and/or through experiential seminars.
- Experience designing, developing and implementing online or blended learning environments and materials for face-to-face or digital distance learning and training. Marketing/Advertising expert consultant.
- Possesses comprehensive knowledge of online learning pedagogy and adult or youth learning principles. Client online platform guidance.
- Excellent listener who provides clients with in-person or virtual student-focused end-user support and training for applications/systems.

Organizational Management & Presentation

- Delivers a high quality/quantity professional productivity in all interactions leveraging effective oral or written communication, interpersonal, intrapersonal, and organizational skills.
- Delivers strong, assertive, yet gentle, and open leadership/organizational skills to effectively engage and motivate students of varying ages, religious beliefs, classes, and cultures in small or large group settings.
- Delivers creative, flexible, and analytical solutions to problem-solving, detail-oriented, intuitive with project management, customer service, and decision-making skills.





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INNOVATOR  EDUCATOR
STRATEGIC COMMUNICATOR & MEDIATOR
FREELANCE JOURNALIST & NEW MEDIA SPECIALIST

VOLUNTEERISM & COMMUNITY SERVICE (PAST AND CURRENT INVOLVEMENT)

AWARDS & COMMUNITY RECOGNITION

2019-20

University of the Virgin Islands
Faculty of the Year

2009, 2017

Rotary Club of St. Thomas
St. Thomas, VI
Community Service Recognition
Black History Month Guest
Speaker

2016-2017

University of the Virgin Islands
Customer Service Award

2015

Ankh Award for Kuumba
(Creativity) and Community
Service
African Diaspora Youth
Development Foundation, Inc.

2011/12

University of the Virgin Islands
Volunteer of the Year
St. Thomas, VI | April
Offering Multi-Disciplinary
Digital Media Consultant
Services at UVI and in the VI
Community through
KWANZAA365/Sankofa
Saturdays, Inc.

2012

Sigma Theta Omega Chapter of
Alpha Kappa Alpha Sorority, Inc.
St. Thomas, VI
Featured/Awarded Speaker at
Annual Kwanzaa Community
Celebration

2012

Asante Sana Community Award
St. Thomas, VI
Creative Use of Arts in
Educating Youth Mentorship
through Sankofa Saturdays, Inc.

**Conch Shell Media, LLC, D'Rah Creationz,
KWANZAA365 & Sankofa Saturdays, Inc.**

- Strategic Media Consultation
- PR Support/ Grassroots to Mainstream Media Liaison
- Communication Support, Internet Marketing/Advertising, Multi-Media, Photography/Videography, Live Streaming & Event Documentation
- Technology Training
- Grant Writer & Manager
- Administration, overall leadership and instruction of youth media training and mentorship
- Development and design of marketing materials
- Created/prepared graphics for online/print including books, magazines, newsletters, newspapers, websites
- Radio/Vlog Host
- Victim Advocate (Domestic Violence, Mental Health, etc.)

ACTIVISM SUPPORT

- Serves in advisory and technical support roles in various local, national, and international organizations/movements in the areas of youth advocacy, peace, and violence prevention initiatives
- Connects individuals, groups, agencies with similar goals or intentions towards like missions
- Utilizes cross economic clique networking to encourage collaboration and support to underprivileged audiences
- Channels freelance journalism in various subject matter using mobile technology towards giving a voice to the disenfranchised and otherwise uninformed populations
- Encourages and supports cultural preservation and documentation through multimedia and global sharing efforts
- Agitates for the availability of and access to the arts
- Serves as a local home-schooling advocate under the National Home School Legal Defense Association
- Promotes diversity, equity, and inclusion utilizing activism and creative expression
- Uses various online and multimedia platforms to ghostwrite and encourage gender equality, LGBTQ+ awareness

