

# Misha Kouzeh, MSc, EdD

Part-Time Lecturer in Digital Media  
USC Annenberg School for Communication and Journalism  
EdD, University of Southern California | MSc, Erasmus University  
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## INTRO

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Distinguished Marketing communication professor, entrepreneur and professional combining 15+ years of business experience and teaching at the undergraduate, graduate, and executive levels. Currently part-time at USC as a lecturer of communication with working experience in artificial intelligence (AI), gender equity and sustainability. Award-winning lecturer and mentor with acclaimed teaching skills reflected in consistently positive evaluations and strong rapport with international students. Educational background from top 3% of best universities in the world. Consistently brings in guest speakers from Amazon, Google, Meta and other tech and media companies to bridge students' gap from the classroom to the corporate world.

## TEACHING EXPERIENCE

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### UNIVERSITY OF SOUTHERN CALIFORNIA | Annenberg School for Communication and Journalism

#### Lecturer in Communication | 2023-Present

- Teaching 6 courses in 2 master's degree programs: Digital Social Media, and Digital Media Management. Responsibilities: new course design, lectures in person and online, student evaluations, and career advisement. Alternating courses:
  - **Introduction to Digital Media:** How to explore the sector of digital social media and online communities, with a focus on user experience, social impact, strategic content creation and models for success.
  - **Analytics and Research Methodology:** How to use and interpret digital analytics as well as the use of research design, methodology, and basic statistics for digital sites and apps.
  - **Digital Social Media Capstone:** How to produce a working site, app or embedded social platform project with digital/multimedia elements. Development includes pitching, conceptualization and launching of the final project.
  - **Strategic Digital Media Marketing:** How to ideate, create and evaluate cutting-edge techniques used to implement long-range strategies for ethical digital media management and marketing.
  - **Digital Media Leadership:** How to examine personal leadership principles and practices applicable to digital media, focused on leading within organizations, building diverse, high-performing teams and delivering digital media initiatives.
  - **Leveraging Social Media for Social Impact:** How to design and execute digital campaigns that authentically promote corporate responsibility, DEIA (Diversity, Equity, Inclusion & Accessibility), sustainability, and ethical business practices.

## ADDITIONAL TEACHING EXPERIENCE

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### UCLA EXTENSION

#### Instructor I 2018-2023

- Received UCLA Extension Distinguished Instructor Award by Office of the Dean. This distinction is given to 16 out of 3000 instructors.
- Developed and taught 5 executive-education courses in person, online and in hybrid format ranging from one-day seminars to full terms with 50+ students. Courses:
  - Digital Marketing
  - Strategic Social Impact
  - Global Business Practices in Sustainability
  - ESG (Environmental, Social & Governance) Principles
  - Sustainability Changemakers
- Conducted customized workshops for groups from South Korea, Philippines, India, and Spain.
- Served on the UCLA Extension Advisory Board.

### CALIFORNIA STATE UNIVERSITY, NORTHRIDGE

#### Faculty Member I 2018-2019

- Part-time Faculty Member in the Family & Consumer Sciences Department.
- Taught an upper-level division class in the Food Science Program on Nutrition Communications.
- Worked closely with Program Director on accreditation process for internship programs.

## EDUCATION

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### UNIVERSITY OF SOUTHERN CALIFORNIA | Rossier School of Education | EdD 2024

Doctor of Education, Organizational Change and Leadership (*GPA Average: A*)

- Ambassador for Rossier School of Education.
- Dissertation on Closing the Gender Divide: How Media, Culture, Connections, and Status Influence Public Perceptions of Female Social Entrepreneurs.
- Targeting Publication of Quantitative Census-Level Data from Dissertation Study in Academic Journals.

### RSM SCHOOL OF MANAGEMENT, ERASMUS UNIVERSITY | MSc 2010

Master of Science with Honors (*Cum Laude*), Business Administration, specialization in Marketing Management

- Master's Dissertation on Word of Mouth Ranking Top 3% of Class.
- Publication of Dissertation Work in National Dutch Magazine of Marketing
- Attended Exchange MBA Program at UC Davis, California in 2009.

### WAGENINGEN UNIVERSITY | MSc 2013

Master of Science, Nutrition & Health (*STEM program*)

- Specialization in Epidemiology & Public Health.
- Completed Master's Dissertation on Nutrition Education in K-12.
- Studied Children's Engagement in Interpersonal Communication and Behavioral Determinants.

### ERASMUS UNIVERSITY | BSc 2007

Bachelor of Science, International Business Administration (*With Distinction*)

- Dissertation on Socially Responsible Investing with an emphasis on sustainability.
- Attended Exchange Program at Cass Business School in London, United Kingdom in 2006.
- Leadership position in STAR; Europe's Largest Study Association for Business Administration.

## OBTAINED VARIOUS CERTIFICATIONS

- USC Center for Excellence in Teaching, Completed in 2023
- Harvard Higher Education Certificate, Completed with Distinction 2021
- UCLA Extension Marketing Certificate, Completed with Distinction 2016
- UCLA Extension Sustainability Certificate, Completed with Distinction 2018

## **BUSINESS EXPERIENCE**

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### **TECH MAKES HISTORY (TMH)**

#### **Co-Founder & In-House Consultant | 2010-present**

Launched as a social impact consultancy serving entrepreneurs, Tech Makes History (techmakeshistory.com) has evolved to include multiple practices in marketing and media.

- Co-founded Tech Makes History, a leading social impact consulting firm, leveraging a decade of industry experience to drive meaningful change through digital marketing strategies.
- Specialized in developing and executing innovative digital solutions, significantly enhancing clients' social impact, corporate social responsibility (CSR), and sustainability initiatives.
- Cultivated strong partnerships with a diverse range of companies, delivering tailored marketing strategies that resulted in an average 40% increase in their social engagement and impact visibility.
- Pioneered unique approaches to digital marketing that aligned with clients' core values, contributing to their recognition as socially responsible and sustainable entities in their respective industries.
- Oversaw a team of experts, fostering a culture of creativity and excellence in service delivery, which led to the firm's recognition as a top player in the social impact consulting space.

### **L-NUTRA**

#### **MULTIPLE ROLES | 2019-2022**

- As Head of Social Media Marketing, led a dynamic team to elevate L-Nutra's brand presence in the digital space, achieving a 50% increase in social media engagement and a 30% growth in online community size over 3 years.
- In the role of Director of Education & Program Development, innovated and launched multiple educational programs, contributing significantly to L-Nutra's position in the nutrition technology and digital therapeutics industry.
- Played a key role in developing and implementing nutrition and lifestyle solutions that enhanced human health and longevity, resulting in a 25% increase in customer satisfaction and adoption rates.

### **CALIFORNIA STATE UNIVERSITY, NORTHRIDGE**

#### **Project Coordinator | 2017-2019**

- Actively contributed to CSUN's Sustainability Plan as part of the Institute for Sustainability, managing 20+ projects across functional areas, aligning with the university's commitment to achieving climate neutrality by 2040.
- Served as a speaker for the CSUN-NASA partnership, playing a pivotal role in educating on Sustainability and Climate Science, further solidifying CSUN's position as a leader in sustainability education among the 23 Cal State University campuses.
- Presented a key research poster at the Western Psychological Association (WPA) conference, examining the link between environmental education and environmental literacy.

### **POWER ON DIGITAL**

#### **Account Manager | 2015-2017**

- Developed and executed digital marketing strategies for 10+ Fortune 500 companies and start-ups, achieving a notable double increase in sales for clients over 2 years.
- Managed multi-channel marketing campaigns for 10+ purpose-driven startups, delivering an average of 150% ROI and substantially enhancing their market visibility.
- Offered expert consultancy in digital marketing, contributing to a 25% average growth in online engagement and customer acquisition for a diverse client portfolio.

### **UNILEVER**

#### **Source Analyst | 2014**

- Analyzed and optimized sourcing strategies across 30+ product categories, leveraging expertise in supply chain cost analysis to achieve a 15% reduction in annual procurement costs.
- Led the implementation of data-driven sourcing solutions, resulting in a 20% improvement in supply chain efficiency and a 10% reduction in lead times.
- Facilitated collaborations with 5+ departmental teams, aligning sourcing with organizational goals and contributing to a 25% increase in overall operational efficiency.

## **WORLD HEALTH ORGANIZATION, UNITED NATIONS**

### **Consultant I 2012**

- Collaborated with the Head of Nutrition, Physical Activity, and Obesity Program within the Division of Non-Communicable Diseases and Health Promotion, contributing to high-impact health initiatives.
- Key contributor in the development of 28 and 53 Country Profiles under the WHO/European Commission Project, showcasing expertise in international health policy and program analysis.
- Played a significant role in the publication and dissemination of official reports, funded by the European Commission and in partnership with the United Nations, enhancing global health awareness and strategies.

## **KLV WAGENINGEN ALUMNI NETWORK**

### **Project Coordinator I 2011**

- Led the coordination of over 5 major projects and conferences during KLV's jubilee year, addressing key global issues like climate change, impacting 1000+ participants.
- Successfully collaborated with 20+ stakeholders from various sectors, significantly enhancing event engagement and advancing discussions on health and nutrition.

## **COCA-COLA EUROPE/PACIFIC PARTNERS**

### **Marketing Assistant I 2008**

- Increase brand awareness by 500% in first-ever Coca-Cola Zero campaign in Netherlands.
- Integrated James Bond Tie-In with Coke Zero as Published in Ad Age.

## **ADDITIONAL ACCOMPLISHMENTS**

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- **Honors:** Distinguished Lecturer at UCLAx, Cum Laude Master's Graduate, Certificate with Distinction (twice) STAR Mentor at UCLAx, Top-Notch Trojan at USC, USC Rossier Hagen Women's Leadership Fellow, Top University Lecturing Voice on LinkedIn.
- **Interviews:** UCLAx Distinguished Lecturer, USC DMM Podcast, CSUN Today (multiple times), Daily Sundial, Computer Science.Org, DreamBuilders, CareerCoaching Podcast, DFINEU.Org, Multiple USC Podcasts.
- **Publishing:** World Health Organization of United Nations; Two Key Reports on European Region Country Profiles, National Dutch Magazine of Marketing (article).
- **Speaking:** TEDx Keynote, NASA, USC Rossier Research for Impact Presentation, USC Marshall School of Business - Brittingham Lab, USC Annenberg Student Orientation Panel, UCLA Social Enterprise Institute, CSU Northridge, CSU Chico, Western Psychology Association, Climate Reality Leaders, ASU-GSV, EduMatch, Learn with Leaders, Sustainable Brands.
- **Languages:** Multilingual in English, Dutch, Spanish, French, German, and Farsi.
- **Volunteering:** UCLA Extension Advisory Board, Girls in Tech Board, UCLA Alumni Association Alumni Mentor, The Climate Reality Project Climate Reality Leader, WiSTEM L.A. Mentor at Office of Los Angeles Mayor Garcetti, Grateful Giving app, Path to Positive LA Leader, Researcher at Homeless Shelter in Netherlands Community Development Tutoring for Palet, Advisors on Diversity (2004-2006).