MWINKUMA DOREEN KUUNAPOR

dkuuna@uw.edu | 2068014554 | LinkedIn Profile

WORK EXPERIENCE

University of Washington **Seattle, WA**
Research Assistant, Sociolinguistics Lab *Mar 2025 - Present*

- Developed comprehensive coding schema by analyzing linguistic data to identify prevalent language patterns, leading to a 70% increase in accuracy of thematic categorization within IRI processing systems.
- Conducted detailed phonetic and error analysis of ASR outputs to identify misrecognition patterns aimed for enhancing system performance by 90%.
- Participate in team discussions and experiments for research methods on dialect bias in speech technologies.
- Collaborated with interdisciplinary teams to refine analytical methods for linguistic data interpretation, streamlining the coding process and reducing coding turnaround time by 35%, which accelerated project milestones.

Composition Instructor *Sep 2024 - Present*

- Facilitated a 5-credit writing course focused on storytelling, social issues, and audience-centric writing for over 60 students through curriculum design and assessment.
- Assessed over 100 student assignments, enhancing research and argumentative skills by 90% tracked through detailed feedback from students.
- Achieved an average course rating of 4 out of 5 by implementing inclusive and technology-driven teaching methodologies.

KNUST **Kumasi, Ghana**
Teaching and Research Assistant *Nov 2023 - Aug 2024*

- Delivered tailored instructional support to over 50 undergraduate students across diverse English courses through lesson planning and presentation skills, boosting student engagement and comprehension scores by 15%, while collaborating with faculty to align teaching methods with curriculum goals.
- Evaluated more than 100 student writing assignments and examinations, providing targeted feedback that resulted in a 20% boost in student performance metrics while optimizing faculty course delivery efficiency by streamlining grading processes.
- Conducted linguistic research by collecting data via interviews and fieldwork documentation, then utilized AntConc to perform frequency, collocation, and word tagging analyses.
- Analyzed more than 100 student writing samples and examination papers, providing comprehensive feedback that contributed to an enhancement in overall academic performance.

ADJOAA **Romford, United Kingdom**
Social and Editorial Assistant (Remote) *Aug 2022 - Sep 2023*

- Elevated from Intern to Associate within six months due to performance excellence.
- Boosted social media engagement by 30% and reach by 58% in six months through a datadriven content strategy.
- Contributed to a 30% increase in seasonal sales through effective weekly homepage curation and marketing coordination.
- Crafted SEO-oriented articles and edited biweekly guest blogs improving webiste traffic by 52%.
- Launched marketing campaign for new products and designers leading to 25% increase in customer base.

Qwaba **Accra, Ghana**
Digital Marketing Intern *Nov 2021 - May 2022*

- Orchestrated multi-channel content dissemination efforts, driving a 15% surge in website traffic through precise social distribution tactics, marketing automation and performance analysis, fostering greater online reach.
- Implemented data-driven optimizations on Qwaba's digital platforms, elevating audience engagement by 30% and enhancing brand visibility among key industry segments.
- Developed and executed a targeted content marketing strategy that boosted qualified lead generation by 13% within three months, resulting in a significant pipeline increase and higher conversion potential.

EDUCATION

University of Washington, Seattle   **Seattle, WA**
MA/PhD in English – (Language, Rhetoric and Linguistics)   *Graduation Date: Jun 2029*

Kwame Nkrumah University of Science and Technology (KNUST)   **Kumasi, Ghana**
Bachelor of Arts, English (Minor in French and Francophone studies)   *Graduation Date: Aug 2023*

PROJECT EXPERIENCE

Canadian Society for the Study of Rhetoric (RhetCanada)   **Waterloo, Canada**
Speaker   *Jan 2026 - Jan 2026*

- Presented on the Discursive Ecology of Illegal mining discourse in Ghana at the RhetCanada conference.

Praxis Conference Committee   **Seattle, Wa**
Communications Coordinator   *May 2025 - May 2025*

- Coordinated communications for the Praxis Conference, May 2025.

LEADERSHIP EXPERIENCE

Lawra Girls STEM Summit   **Lawra, Ghana**
Founder   *Jan 2022 - Dec 2022*

- Founded and led the Lawra Girls STEM Summit through Girl Up Projects in 2022.

SKILLS & INTERESTS

Skills: Copywriting, Academic and technical writing, Microsoft suite, Python (learning: NLTK, text analysis, tokenization, data visualisation), Linguistics Analysis (Tools: praat, antconc, voyant, R)

Interests: Sociolinguistics, AI fairness, Digital inclusion, Marketing, Cultural Analytics, Linguistics Justice, Written language studies, Rhetoric

LANGUAGES

English, French (A2), Twi, Dagaare, Wala