**Short Bio:**

Tykia McWilliams is the Marketing Manager with the Startup Engagement Team at Comcast NBCUniversal. In this role, she amplifies LIFT Labs’ brand and portfolio through compelling marketing campaigns. She is a detailed-oriented digital marketing professional with years of experience specializing in social media management, brand partnerships, PR, and events coordination. She has previously held marketing and business development positions with Vanguard, Fanatics, AOI Events and PR, and NSM Insurance Group. Before joining the Startup Engagement team, Tykia worked on the Xfinity Brand IMC account, building tv, radio, print, and digital ads. Tykia graduated from Penn State University with a B.A. in Public Relations and a minor in African American studies.

**Long Bio:**

Tykia McWilliams is the Marketing Manager with the Startup Engagement Team at Comcast NBCUniversal. In this role, she amplifies LIFT Labs’ brand and portfolio through compelling marketing campaigns. She is a detailed-oriented digital marketing professional with years of experience specializing in social media management, brand partnerships, PR, and events coordination. During her career, Tykia’s superior communication and interpersonal skills have allowed her to successfully help employers recruit new clients, organize large events, and generate brand awareness. She has previously held marketing and business development positions with Vanguard, Fanatics, AOI Events and PR, and NSM Insurance Group. Before joining the Startup Engagement team, Tykia worked on the Xfinity Brand IMC account, building tv, radio, print, and digital ads. Tykia graduated from Penn State University with a B.A. in Public Relations and a minor in African American studies. Her specialties include social media strategy, event planning, digital marketing, acquisition, and project management.