Media Kit

Every birth has a story...
... but why is no one telling ours?
Black to the Beginning
Black to the Beginning
MEDIA KIT
2023
OUR MISSION
Black to the Beginning exists to disrupt the legacy of secrecy, stigma, shame and silence about Black Adoption.
OUR VISION
We envision a world where centering and amplifying Black Adoption Experiences transforms Black families for generations.
OUR PURPOSE
Black to the Beginning's purpose is to amplify and change the narrative of Black Adoption through education, media and storytelling.
WHAT MAKES US DIFFERENT?
Most conversations about adoption are from the perspective of parents, typically White adoptive parents.
With Black to the Beginning, we center the voices and experiences of Black families and Black adult adoptees.

THE PODCAST
The Black Adoption Podcast
AVAILABLE ON:
Apple Podcasts
Google Podcasts
Spotify
iHeart Radio
Pandora
Amazon Music & Audible
Stitcher
The Black Adoption Podcast, produced by Black to the Beginning, is an unapologetic and culturally-relevant platform that honors and preserves the voices, memories and perspectives of Black people impacted by adoption. Steeped in the tradition of oral history, The Black Adoption Podcast's intimate conversations examine adoption's many intersections such as fertility, mental health, social justice, relationships, parenting and even popular culture like television and film.
With each conversation, more healing happens for generations of Black families and #ForTheCulture!
50 EPISODES
4 SEASONS
15K+ PLAYS (ALL-TIME)
289 SPOTIFY FOLLOWERS
PODCAST STATISTICS
AS OF JUNE 16, 2023
BLACK TO THE BEGINNING | MEDIA KIT 2023

THE PODCAST
The Black Adoption Podcast Top 5 Episodes
EP. 01
EP. 02
The Black Adoption Podcast
AUDIENCE DEMOGRAPHICS
89% United States
GENDER
82.1% Female
16.4% Male
1.5% Non-binary
0% Not specified
PLATFORMS
Apple Podcasts 72.5%
Spotify 9.5%
Audible 7.8%
Amazon Music 3.2%
Web Browser 2.5%
Other 4.4%
AGE
45-59 43%
23-27 25%
35-44 16%
28-34 13%
BLACK TO THE BEGINNING | MEDIA KIT 2023

MEET DR. SAM
My story has many chapters...
It is why I wrestle with the question, "Tell me about yourself" or "What do you do?" Most times, I pause, as the response is complex. Over the past four decades, I have operated in many multifaceted, distinguishable universes - all of which have connected for a greater purpose. Simply, but uniquely put, I am a Professional Storycatcher. This title describes who I have innately been since birth.
The name "Samantha," means "God Heard " or "Listener." Ironically, I have been an empathetic engager of people and their stories from the sandbox, to the playground, as the Class VP (all 4 years) of High school, or riding the "L." As my education and career expanded, I reimagined and refined my talent for listening. It manifested into many areas such as becoming a licensed therapist, social entrepreneur, University professor and administrator, Executive Coach, Consultant and Leadership Development Expert. Having this gift to "catch" the stories of others has allowed me to navigate each of these roles in mastery form. I believe that I can't truly be of service, until I first listen to and absorb one's story. However, not even this born talent would keep me from the inevitable "gut punch" I experienced when I had to "listen" to my own life's plot twist.
At age 26, my mother divulged to me that I was adopted, which completely shifted my life's narrative. As the person once described as someone with the ability to create clarity within a kaleidoscope, I had to be that resource for myself. Yes, I'm a strong willed Capricorn that embraced the challenge, but if I'm being honest, nothing prepared me for the unending journey of being Black and adopted. This is why the creation of Black to the Beginning has been so integral to my own personal healing.
Black to the Beginning is only one of many of the Story Catching platforms I create and contribute to. Currently, I am the Associate Director of Leadership Development at the Harry L. Davis Center for Leadership (University of Chicago Booth School of Business). I am also a course designer and Instructor for the University of Chicago Graham School. I round out my work as the owner and Principal of a leadership coaching and consulting firm that focuses on living and leading authentically in all domains of life. My motto is "Do you...but better!"
Dr. Sam resides in Chicago and is a mother of two souls that are powerful reminders of unconditional love. She enjoys a good, "Taco Tuesday," a bottle of wine (even the cheap kind), kiki'ing with sister-friends, and trotting the globe. Each day she is inspired to live life to the fullest and trust the process. In 2007, she was recognized as an "Unsung Hero" by Ebony Magazine and Pine-Sol, has received numerous awards for her commitment to female youth empowerment, and has been institutionally acknowledged for her outstanding service to students and the learning community.
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MEET SANDRIA
How did I go from writing my first short story in crayon to living inside the biggest plot twist of my life (and trust me, God has written me into some BIG ones these first 40 years of life)?
I knew from an early age that books, words, and stories would always be my saving grace. I remember when my parents separated and the lights got turned off in our house after my father moved out.
Me and my mother would walk to the library and she'd let me check out a stack of books. There wasn't any time for me to be sad; I was too busy reading and making up my own stories.
Like many little book lovers of the early 80's, I was a school spelling bee winning-Chicago Young Authors writing-Scholastic Book Fair anticipating-Book It! Pizza Hut personal pan pizza eating scholar.
By the time I arrived on the campus of U of I, I didn't know what I wanted to do with my life. I minored in English and received my B.S. in Advertising. My post-college professional career has been....interesting.
I've been an editor, advertising account executive, freelance writer, blogger, corporate communications AVP, and an entrepreneur.
In between all of this I've been a theater and film actress, award-winning natural hair model, radio personality, event curator, and certified yoga teacher - just to name a few! As my friends often like to remind me, "Sandria is a whole mood!" I can't argue.
As a creative I like to take the scenic route in life and I love a good backstory. I believe everything I've lived through and the tools I've picked up along the way - particularly the sudden death of my mother in 2011, a 20 year practice of journaling and being a student of yoga - helped prepare me for April 2, 2018 and the call that would change my life.
On the Monday following Easter Sunday and April Fool's Day, standing in my kitchen, I finally made the call to my aunt that I'd been putting off for months. "Is it true that I'm adopted?" Her confirmation set in motion a search not only for my backstory, but the untold stories of other Black adoptees.
BORN & RAISED CHICAGO Mads
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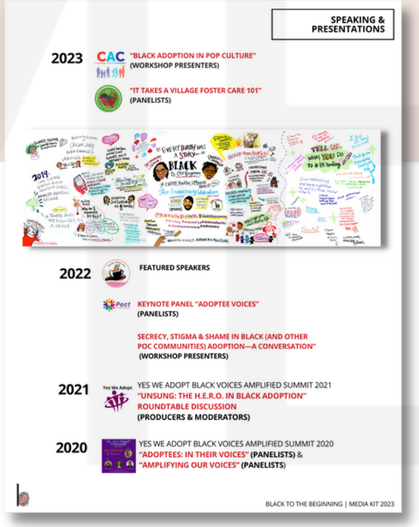
SPEAKING & PRESENTATIONS
2023
"BLACK ADOPTION IN POP CULTURE" (WORKSHOP PRESENTERS)
"IT TAKES A VILLAGE FOSTER CARE 101" (PANELISTS)
2022
FEATURED SPEAKERS
KEYNOTE PANEL "ADOPTEE VOICES" (PANELISTS)
SECRECY, STIGMA & SHAME IN BLACK (AND OTHER POC COMMUNITIES) ADOPTION—A CONVERSATION" (WORKSHOP PRESENTERS)
2021
YES WE ADOPT BLACK VOICES AMPLIFIED SUMMIT 2021
"UNSUNG: THE H.E.R.O. IN BLACK ADOPTION" ROUNDTABLE DISCUSSION (PRODUCERS & MODERATORS)
2020
YES WE ADOPT BLACK VOICES AMPLIFIED SUMMIT 2020
"ADOPTEES: IN THEIR VOICES" (PANELISTS) & "AMPLIFYING OUR VOICES" (PANELISTS)
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PARTNERSHIPS & COLLABORATIONS
"You have to listen to the podcast because it really encapsulates not only the Black adoption experience but the Black Chicago experience, the Black life experience..."
Dr. Zada Johnson, Anthropologist & Professor at Northeastern Illinois University
"I was just really compelled by what Sam and Sandria have been able to do and really wanted to support the oral history work that they're doing, because what they're doing is research and they're helping people to explore their family stories."
Marcia Walker-McWilliams, PhD, Executive Director, Black Metropolis Research Consortium
"Thank you so much for joining us at Pact Camp West. We have gotten so many responses from the participants who were thrilled with the provocative curriculum and we know that your insights and presentation was a big part of that. I so appreciate your commitment and support of BIPOC adoptees, foster youth and their parents. We are so lucky to have collaborators like you."
Beth Hall, Executive Director, Pact, An Adoption Alliance
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MEDIA FEATURES
February 21, 2023
CAN-TV "For the Culture"
November 10, 2022:
WGN "Daytime Chicago"
November 24, 2022:
Blackdoctor.org
November 18, 2021:
WVON 1690AM "The Kendall Moore Show"
September 2021:
Truth's Table
January 29, 2021:
Adler University
November 5, 2022:
Rolling Out
November 18, 2020:
Fox Soul "The Book of Sean"
November 30, 2020:
"Windy City Live"
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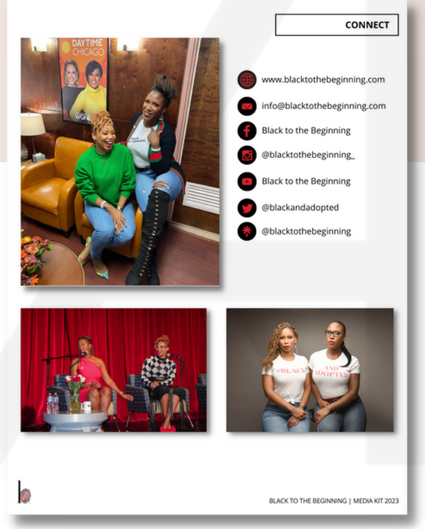
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Black to the Beginning
@blackandadopted
@blacktothebeginning
BLACK TO THE BEGINNING | MEDIA KIT 2023

Media Kit

SONIA ALLYENE

CONTENT, MEDIA, AND CAREER STRATEGIST

bit.ly/ikickassatwork

Available for:

Speaking

Interviews

Training

facebook.com/ikickassatwork

@ikickassatwork @soniaalleyne

ABOUT SONIA

Sonia Alleyne is a content, media, and career strategist who has developed effective messaging for broadly diverse audiences. As the Press Secretary and Director of Public Information for the New York City Department of Finance, she oversaw communications strategies and branding for the nation's largest and most complex municipal tax administration.

Before joining the Department of Finance, Sonia was editorial director at Black Enterprise, responsible for content direction across multiple platforms including television, print, events, and digital, breaking editorial exclusives with top business talent. She launched and managed several brand franchises including the "Most Powerful Executives in Corporate America," and commissioned the cover story "Black and Gay in Corporate America," which won the 2012 GLADD Media Award for Outstanding Magazine Article.

In addition, Sonia served as television correspondent for the Black Enterprise Business Report and Our World with Black Enterprise, syndicated TV programs focusing on financial and professional development. She is the founding editorial director of the Black Enterprise Women of Power Summit, the premier annual leadership conference for professional women of color.

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In 2009, Sonia co-authored Good is Not Enough: And Other Unwritten Rules for Minority Professiona
which was nominated for an NAACP Ima
also a contributor to Maria Shriver's Tip
addition, Sonia has served on the advis
Rainbow Fashion Week in New York City
Women's Conference, one of the larges
conferences in the country.

Sonia is a graduate of Emerson College an
Communications Studies. A mother of two,
Brooklyn New York.

ABOUT "*I KICK ASS AT WORK*"

I Kick Ass at Work! is designed to refocus attention and strategies on personal successes in real-time by recording your individual achievements, reviewing their impact on your goals and then revisiting strategies to gauge their effectiveness. This is a valuable tool that makes it easy to regularly update your resume and LinkedIn with detailed accomplishments.

★★★★★

I love this career journal it is the perfect way to start my 2021. It is motivating me to look at my professional growth in a new way. Every step of the way it encourages me to ask myself the tough questions on where I see myself in my career and what I have to offer my employer so that I am successful. If you are ready to take your profession to the next level and ready to do the work the journal WILL help you!

Tinasupreme

I KICK ASS AT WORK

The First Strategy Journal for Career Professional Women

There's no "I" in "team" but there's an "I" in "Win," Michael Jordan, once famously told an assistant head coach. Career strategist and author Sonia Alleyne believes that more career professionals should think like Jordan. It's why she created the very first work journal for women: I Kick Ass at Work: The Strategy Journal for Career Professionals (Hunter Publishing Group, 2020). "Teamwork is important, but being recognized, increasing your salary and getting promoted are vital factors for an individual to win in the workplace and advance their professional goals," says Sonia. "This journal was created to help women make more of a commitment to strategies that encourage individual career success."

I Kick Ass at Work is a personal coaching guide for women that provides several benefits to the career professional who is looking to advance her career:

- It's a dedicated space for women to record their experiences at work and review their patterns to examine the behaviors that advance their goals or sabotage them.
- It provides a place where women can record their achievements and accomplishments as they happen in order to effectively and more regularly update their resumes and LinkedIn profiles, making this information easily accessible.
- It provides strategic advice from Sonia herself, as well as many corporate executives she's interviewed, worked with and admired during her 13 years as careers editor and Editorial Director for Black Enterprise.

Kicking ass at work is a professional attitude of personal power and confidence, and this journal is designed to help women to stay focused, take calculated risks, create the necessary support and take more control of their careers.

"When I started my career, I believed if I worked hard – like I did in school – I would get the money and the promotions, just like I got the good grades," says Sonia. "It took me a long time to realize that I had to be a lot more deliberate, strategic and vocal to be recognized in the workplace. I created this journal to help women change the way they see themselves at work and to really examine the behaviors and attitudes that help or derail them. It's important for them to learn that they have a lot more control over their careers than they might realize."

FOR MEDIA INQUIRIES AND BOOKING:

CONTACT
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Phone: 718.002.3448
Hunter Publishing Group/Sonia Alleyne

AS SEEN ON:

FAST COMPANY · CBS Boston · REAL BLACK NEWS · STARS IN THE HOUSE LIVE! · news12 · rollingout · WHUR 96.3

Media Kit

GET TO KNOW ME
MELANIE
PATTERSON
GLOBAL BUSINESS STRATEGIST
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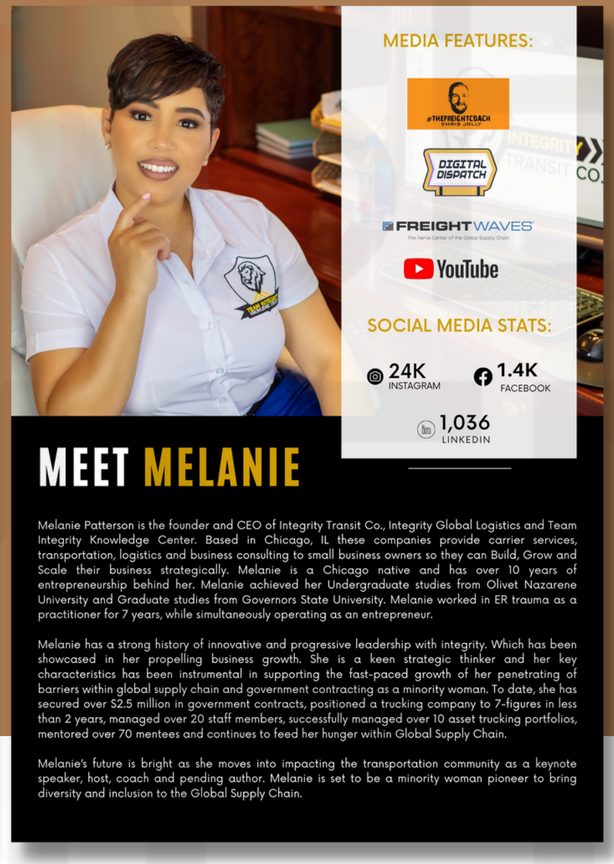
melanie@teamintegrityknowledgecenter.com


MEDIA FEATURES:
@THEFREIGHTCOACH
DIGITAL DISPATCH
FREIGHTWAVES
YouTube
SOCIAL MEDIA STATS:
24K INSTAGRAM
1.4K FACEBOOK
1,036 LINKEDIN
MEET MELANIE
Melanie Patterson is the founder and CEO of Integrity Transit Co., Integrity Global Logistics and Team Integrity Knowledge Center. Based in Chicago, IL these companies provide carrier services, transportation, logistics and business consulting to small business owners so they can Build, Grow and Scale their business strategically. Melanie is a Chicago native and has over 10 years of entrepreneurship behind her. Melanie achieved her Undergraduate studies from Olivet Nazarene University and Graduate studies from Governors State University. Melanie worked in ER trauma as a practitioner for 7 years, while simultaneously operating as an entrepreneur.
Melanie has a strong history of innovative and progressive leadership with integrity. Which has been showcased in her propelling business growth. She is a keen strategic thinker and her key characteristics has been instrumental in supporting the fast-paced growth of her penetrating of barriers within global supply chain and government contracting as a minority woman. To date, she has secured over $2.5 million in government contracts, positioned a trucking company to 7-figures in less than 2 years, managed over 20 staff members, successfully managed over 10 asset trucking portfolios, mentored over 70 mentees and continues to feed her hunger within Global Supply Chain.
Melanie's future is bright as she moves into impacting the transportation community as a keynote speaker, host, coach and pending author. Melanie is set to be a minority woman pioneer to bring diversity and inclusion to the Global Supply Chain.

TEAM INTEGRITY
KNOWLEDGE CENTER
Team Integrity Knowledge Center is a platform for aspiring and current entrepreneurs covering transportation, freight logistics, sustainability and scalability by adding the government as your top customer. We will provide you with resources so you can Build, Grow and Scale your business strategically.
EDUCATION FOR YOU
TRUCKNMEETSGOVCON MENTORSHIP
TRUCKNMEETSGOVCON JUMPSTART
BUILD YOUR TRUCKING EMPIRE COURSE
THE COMPLETE BLUEPRINT TO GENERATING WEALTH WITH GOVERNMENT CONTRACTED FREIGHT!
We give you the tools and resources needed to bid on your first contract with the knowledge and confidence!
NO EXPERIENCE NECESSARY!
THIS IS THE BLUEPRINT TO JUMPSTART YOUR COMPANY TO BUILD, GROW AND SCALE WITH GOVERNMENT CONTRACTING.
Recession proof your business
Increase your revenue
Provide stability and consistency
Add the world's LARGEST purchaser as your business partner
THIS COURSE WAS DEVELOPED TO NOT ONLY PROVIDE FOUNDATIONAL KNOWLEDGE BUT PROVIDE THE STRATEGIES, RESOURCES AND TOOLS TO SUSTAIN A PROFIT PRODUCING TRUCKING COMPANY.
With research and real-life experience, our team discovered where the gaps reside.
Now you can take advantage of the lessons learned and best practices vs. figuring things out the hard way!
www.teamintegrityknowledgecenter.com

IGL
INTEGRITY GLOBAL LOGISTICS
Integrity Transit Co. and Integrity Global Logistics are Chicago-based companies that provide carrier services, transportation and logistics to small business owners so they can Build, Grow and Scale their business strategically.

Media Kit

Black Couples CHICAGO

www.blackcoupleschicago.com

The most extensive resource for Black couples dating in Chicago!

info@blackcoupleschicago.org

(773) 741-1555

Black Couples - Chicago

We're Normalizing Black Love In Chicago!

About Us

We are a couple's community focused on normalizing black love in Chicago. We exist to change the narrative on the image and representation of black love stories. We're dedicated to showcasing black marriage and love at its finest. We collectively organize couples' date nights and outings in and around the Chicagoland area. We take our couples on an explorative journey throughout the beautiful city of Chicago, intending for them to fall deeper in love, expand their cultural experiences and build friendships with other couples. Together, our goal is to empower, unite and uplift one another. We are revolutionizing black love, one event at a time.

How We Started

Black Couples Chicago was created in the fall of 2021 by Annette Jeter Jean-Jacques, a vibrant real estate broker and entrepreneur eager to live life boldly and abundantly. Annette and her husband, Patrick, are passionate about creating safe spaces for black people and are dedicated to covering and warming the soul of our communities. Since September of 2021, Black Couples Chicago has grown to nearly 1,000+ members online.

What People Are Saying

So much fun. But it was the other black couples and learning of their love journeys for me. Just being around all those walks of black love and unity… Let's just say we fell deeply in love all over again with each other after the event.

-Miranda Rights #BowlingEvent Spring 22'

How beautiful is this! You're creating some awesome events. I am so proud of you.

-Nyfesha Miller #AdultProm Summer 22'

Everyone was so nice and beautiful. I cannot wait for the next one.

-Kim Durden #LadiesNight Fall 21'

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The most extensive resource for Black couples dating in Chicago!

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Black Couples - Chicago

Our Events

Black Couples Chicago carefully curate and plan events with our sophisticated couples in mind. We plan romantic activities and outings where our couples can reignite their love.

- Exclusive outings and fun events, such as Spray, Paint, and Sip and Cajun Boil
- Tailored events like Bridgerton Experience and The Adult Prom
- Girls' night only or fellas' night only outings
- Purposeful dialogues about intimacy, personal values, future goals, and generational wealth with the presence of sex experts and relationship counselors
- Opportunities to showcase black love stories, revolutionizing the images of black love.
- Exposure to exclusive experiences and pop-ups in and around the city of Chicago.

Member Demographics

Location: Chicago

Age: 30 -65

Income: $60K - $200K

Interested In: Adult beverage (wine, spirits, etc.), Local Restaurants, Chocolates, Candles, Glassware, Sex Toys/Bedroom Enhancement (Discount Code), Trips & Vacation, Games, Insurance, Real Estate Agent, Credit Repair, Financial Wellness, Movies & Entertainment, Cars & Gas, Tableware/Home Decor

Past Events

August 18, 2022	**Adult Prom** 160 group members enjoyed a night of fun, food, dancing, and entertainment.	March 2022	**Black Couples Bowling**
August 2022	**A Night on the Riverwalk**	February 2022	**Black Family Snow Tubing Takeover**
July 2022	**Afternoon Tea at the Drake**	February 2022	**Sushi Making Class and BYOB**
July 2022	**Family Bike Ride**	January 2022	**Vision, Vino, & Vittles**
June 2022	**Celebrez in Rose**	December 2021	**Black Couples Holiday Party**
June 2022	**Juneteenth Parade**	December 2021	**Holiday Food Tour & Gift Exchange**
May 2022	**Bridgerton Experience**	November 2021	**Couplesgiving**
April 2022	**Spray, Paint and Sip**	November 2021	**Community Service**
April 2022	**Spa Day and Brunch**	October 2021	**Hiking**

Media Kit

TEAM INTEGRITY KNOWLEDGE CENTER

TEAM INTEGRITY KNOWLEDGE CENTER

WWW.TEAMINTEGRITYKNOWLEDGECENTER.COM

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MELANIE@TEAMINTEGRITYKNWOLEDGECENTER.COM

ABOUT TIKC

Team Integrity Knowledge Center (TIKC) is a platform for aspiring and current entrepreneurs covering transportation, freight logistics, sustainability and scalability by adding the government as your top customer.

Most businesses do not have the resources to sustain and do not have an action plan to succeed, join #Teamintegrity so you won't be one!

MEET THE FOUNDER

Melanie Patterson is the founder and CEO of Integrity Transit Co., Integrity Global Logistics, and Team Integrity Knowledge Center based in Chicago, IL. She has secured over $2.5 million in government contracts, positioned a trucking company to 7-figures in less than 2 years, managed over 20 staff members, successfully managed over 10 asset trucking portfolios, mentored over 70 mentees and continues to feed her hunger within Global Supply Chain.

MEDIA FEATURES:

DIGITAL DISPATCH

@THEFREIGHTCOACH

FREIGHTWAVES

YouTube

WHY CHOOSE US

Proven Results

Over 10 Years of Experience

Full Transparency

OUR SERVICES

SAM.GOV REGISTRATION

Save time and get your company structured the right way and do business with the government.

CAPABILITY STATEMENT

Win BIG with a custom award winning capability statement!

GOVERNMENT CERTIFICATES

We offer WOSB/EDWOSB, VOSB/SDVOSB, MBE, HUBZone, 8(a)

EDUCATION FOR YOU

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BUILD YOUR TRUCKING EMPIRE COURSE

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Now you can take advantage of the lessons learned and best practices vs. figuring things out the hard way!

www.teamintegrityknowledgecenter.com

TruckN Meets GovCon

THIS MENTORSHIP INCLUDES:

GOVERNMENT CONTRACTS EXPLAINED

Did you know you could win State and Federal Government Contracts as a fleet owner, broker or dispatcher? Melanie teaches her formula that has helped dozens of her mentees win one or more contracts. This easy to digest course, will teach you everything you need to know from learning where to start, all the way to winning your first contract.

WHERE TO FIND GOOD CONTRACTS?

There's about 96,000 contracts out there to bid on. This course will teach you how to find them, what to look for, which ones to ignore and which ones are the easiest to go for. Given Melanie's experience, a part of her formula knows precisely what to look for and how to read vast government contracts but just jumping to specific sections that matter.

MASTERING THE ART OF FINDING SUB-CONTRACTORS?

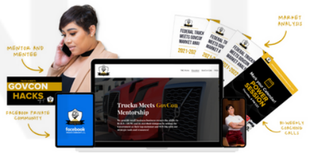
As the Prime, a huge part of your role is finding a number of sub-contractors. The course will teach you how to find them, what to ask them, and how to get the best price for the State or Federal Government.

HOW TO SUBMIT YOUR BID?

Learn exactly what to do before you submit your bid. Understand the mechanics of putting a bid together and what to do after you've submitted. It's that easy, because once you've won your first bid – it's all about executing the same process.

SCAN THE QR CODE TO LEARN MORE

2023 TRUCKN MEETS GOVCON MENTORSHIP



- 8 Weeks of Mentorship
- 50 Modules Of Government Freight Logistics Content ($1997 Value)
- Bi-Weekly Zoom Power Session Calls ($1297 Value)
- Get 4 X 1 Hour Calls With Government Contracting Coach-Melanie ($1197 Value)
- FREE SAM.gov Registration, Renewal or Audit ($497 Value)
- FREE Custom Capability Statement ($347 Value)
- Join Private Facebook Group
- Learn How To Get Started
- Looking For The Right Types Of Solicitation
- Bid Work Book (Go or No!)
- Set A-Sides and Certifications
- Learn How To Structure Your Proposal
- Prime VS Subcontracting
- FAR (Federal Acquisition Regulation)
- Learn How To Connect With Purchasing Officers
- Market Research/Forecasting
- Understand How To Submit a Competitive Price for Your Proposal
- How To Add Your Profit Margins Into The Proposals
- Learn To Find The Best Sub-Contractors For Your Bid
- Learn How To Navigate SAM.gov and Local Procurement Portals
- Forms and Templates for Joint Ventures
- What To Do After You Have Been Awarded
- Project Management

Media Kit

THE BLUEPRINT HAUS

ABOUT US

The Blueprint Haus Agency is a leading integrated digital marketing agency led by the industry's most innovative brand engineers and results-driven accelerators.

TheBlueprint Haus Agency is an award-winning integrated marketing and start-up development accelerator. Our results are proven, our team is highly sought-after, and our performance is unmatched. We take pride in standing by our commitment to deliver the best work among our community of respected clients and valued stakeholders. We love providing feedback and helpful insight, but most importantly we strive to bring our clients' visions to life through our talented work.

ABOUT THE FOUNDER

Genesis A. Emery is an award-winning Chief Marketing Officer, published entrepreneur, national speaker, frequent Guest Lecturer for top-ranked business schools, and celebrated global philanthropist.

She's been a highlighted speaker at some of the most prominent universities across the country including University of California, Berkeley, Loyola University Chicago, and Morehouse College. Genesis has also been invited to speak at many of the industry's largest conferences and participate in panel discussions including LinkedIn, The Chicago's Women's Leadership Summit, MommyCon, The Mamas Making Money Conference, Success Junkie Summit, and many more.

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Genesis A. Emery

MEDIA FEATURES

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SERVICES

- Brand Partnerships
- Content Marketing Strategy
- Content Development
- Google Ads
- Social Media Strategy
- Social Media Ads
- Email Marketing
- Automation
- Market Research & Market Intelligence
- Photography & Videography
- Multi-channel Digital Marketing Campaigns
- Public Relations Campaigns
- Media Relations
- Press Outreach
- Analyst Relations
- Influencer/Affiliate Marketing Programs
- Sponsorship/Fundraising Outreach
- Search Engine Optimization
- Website Design & Development
- Data & Measurement
- Business Coaching

SOCIAL MEDIA STATS

#####

INVITE ME TO SPEAK

Contact me for bookings and speaking engagements or for university lectures and panel discussions.

Email your info to: **genesis@blueprinthaus.com**

www.blueprinthaus.com

RECENT SPEAKING ENGAGEMENTS

- **University of California, Berkeley:** Guest Lecturer, "The Startup Bootcamp"
- **Loyola University Chicago:** Guest Lecturer, "How to Build Your Own Brand"
- **Morehouse College:** Guest Lecturer, "The Entrepreneurship Bootcamp"
- **Navigating The Complexities of Autism and Cannabis:** Panelist, "Facts vs. Myths"
- **Pretty Me Inc: "H.O.Y.A.:** Award Show Host, "Honoring Our Youth Awards"
- **Clay Charter Academy:** Speaker, "Identifying Your Purpose and Finding The Career of Your Dreams"
- **LinkedIn Chicago:** Speaker, "Managing Special Needs Parenting & Entrepreneurship During A Pandemic"
- **The Mamas Making Money Conference:** Founder, Host, and Speaker, "How to Leverage Digital Marketing for Your Brand"
- **Roosevelt University:** Speaker, "Entrepreneurship & Philanthropy"
- **The Chicago Women's Leadership Summit:** Speaker, "The Top 10 Characteristics of Highly Successful Women"
- **Success Junkie:** Speaker "Entrepreneurship & Purpose"
- **The Brave and Broken Conference:** Speaker, "From Brokenness to Bravery"
- **MommyCon Chicago:** Speaker "How Moms Can Successfully Manage Having a Start-Up Business & A Full-Time Job!"

LIST OF CLIENTS

- Ace Hardware
- American Academy of Pediatrics
- B-Groomed
- Chef Tiffany Cooks
- Chilanta Realty
- Society of Cannabis Clinicians
- A Swift Connect
- HomCo
- qSample
- Survey Analytics
- 4:30 Fairfax
- BTS Fitness
- Universal Spectrum
- Sterling Legal Services
- Blakely Customs
- Luster Products
- Corporate Structures
- Emergent Partners
- Catered 2 U
- Val Shuttle
- Custom Housekeeping
- The Little Dapper Collection
- The Little Dapper Project
- Mamas Making Money
- Home Décor By Cherié Presley
- PeachyKat Luxury Hair
- The Streeterville Chamber of Commerce
- Loyola University Chicago
- WOFEN
- Snoop Youth Football League Foundation
- The Dream Awards
- And many more!

Media Kit

> I've been told often that I'm a risk taker, but honestly, I don't know if that is true. The things I pursue and commit to I naturally believe I can get done no mater what arises. I can see potential and get excited about the process and possibility of what is to come. So while people project the characteristic of risk taker onto me, I think it could boil down to me not having the innate fears about trying that most might have or I might have lower aptitude to see the limitations or dangers it pursuits. I like exploring and creating and I know I don't like being retrained or told something is not possible for me.
>
> FATIMA LASTER

FEATURES

Forbes · milwaukee journal sentinel · WDJT - MILWAUKEE · PBS · URBAN MILWAUKEE · Wisconsin Life · THISISMILWAUKEE · WKOW.COM · SHOUTOUT LA

CONNECT

Fatima is available for speaking, teaching, and sharing her personal story on entrepreneurship, surviving corporate America, and building a career as a artist.

5pointsartgalleryandstudios@gmail.com

@fkldesigns

@fkldesigns

5 Points Art Gallery + Studios

5 Points Art Gallery & Studios is an art exhibition space focused on increasing representation and collection of local, national, and international contemporary fine and outsider artwork by artists of color and other marginalized groups, in addition to serving as a hearth for exploration, collaboration, professional development, and business expansion in the visual, culinary, and varying art genres.

5 Points Art Gallery & Studios is a conscious reinvestment project, embedded in the operator's childhood North Side Milwaukee neighborhood of 5 Points. The 5 Points Art & Gallery & Studios building is a historical structure from the 1920s that most recently housed the premier, black-owned Johnson-Goolsby Funeral Home and Services. The redevelopment was revived into a mixed-use art space, consisting of a 3,000 square foot art gallery with a gift shop for professional visual art exhibitions and special events, 9 artist work studios, a shared commercial kitchen for culinary artists and caterers and 2 artist residency apartments.

fb.com/5PtsArtGallery

@5ptsartgallery

HTTPS://WWW.5PTSARTGALLERY.COM/

About Fatima

Fatima Laster is the owner, operator, and curator for 5 Points Art Gallery & Studios in Milwaukee, which she opened in November 2018.

5 Points Art Gallery & Studios is an art exhibition space focused on increasing representation and collection of local, national, and international contemporary fine and outsider artwork by artists of color and other marginalized groups, in addition to serving as a hearth for exploration, collaboration, professional development, and business expansion in the visual, culinary, and varying art genres.

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Laster was recently announced as the first Guest Curator in the history of the Wisconsin Triennial at MMoCA.

Highlights

2022
The 2022 Wisconsin Triennial Exhibition titled "Ain't I A Woman?"

2021
One of 52 artists selected for 2022 Wisconsin Artists Biennial
First Guest Curator for Madison Museum of Contemporary Art's 'Wisconsin Triennial'

2020
Mildred L. Harpole Friends of the Arts

2018
Selected as an emerging artist for '31 Emerge' Art Exhibition

2016-2017
ACRE Program

Media Kit

VICTORIA R. WATKINS, Esq.

Lawyer • Tea Curator • Author

Joy & Magic Tea
joyandmagictea.com

Little Valerie and Her Big World of Options
littlevalariebigworld.com

Victoria is available for speaking engagements, teachings, workshops, and interviews! She is a highly respected leader and entrepreneur with a focus on delivering positive impact!

Contact

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@joyandmagic

VICTORIA R. WATKINS, Esq.

Lawyer • Consultant • Tea Curator • Author

Victoria R. Watkins is an attorney in Chicago, specializing in business, legislative, and creative industry law. She is Chief of Staff to Chairman and Co-CEO, John Rogers at Ariel Investments, the oldest minority-owned asset management firm. In this role, she oversees the Office of the Chairman's business and social justice priorities. Prior to joining Ariel, Victoria worked for the City of Chicago in the Office of Mayor Rahm Emanuel. During his administration, Victoria served as Senior Advisor, leading efforts related to external affairs, legislative issues, and neighborhood policy, as well as Deputy Director of Legislative Counsel & Government Affairs, leading state government lobbying on behalf of the City.

Victoria is a Co-Founder and President of Project Style (projectstyle.org), a non-profit which provides workshops to adolescent girls on confidence and self worth. Through her company, Victorian Royalty, she published a children's book, Little Valarie and Her Big World of Options (littlevalariebigworld.com), and launched a curated tea line, Joy & Magic (joyandmagictea.com). Victoria is also a member of the Boards of Youth Guidance, WINGS Program, and AKR Foundation.

She is the Chief Editor and Creator of the lifestyle blog, B.A.F.F.L.E.D. (Business Advice, Fashion Facts, Law & Entertainment Domain). She has spoken on fashion and design law panels for the Beverly Hills Bar Association, Chicago Bar Association, John Marshall Law School Fashion Law Society, and the Chicago Department of Cultural Affairs and Special Events. She has also been published in several magazines, including the American Bar Association's Intellectual Property Magazine, Landslide.

Victoria is a graduate of the University of Illinois at Urbana-Champaign, and earned her Juris Doctorate from DePaul University College of Law.

JOY & MAGIC TEA

Joy & Magic is the creation of a Chicago attorney, whose love for tea started during childhood teatime with her great-grandmother. Being more than a substitute for coffee, Joy & Magic was born to fit every mood, delight all taste buds, and boost wellness. The name Joy & Magic comes from the trendy, but true social catalysts "Black Boy Joy" and "Black Girl Magic". With these motivators at the forefront, the brand serves vibrance and inspires. Joy & Magic is a tea collection like none other.

Brand Mission

While tea is inherently healthy, our carefully curated collection complements health benefits and more. From each tea's name to the selection of leaves, Joy & Magic is steeped with purpose. Whether wellness, taste, or the recipes to Take Your Tea Up a Level Joy & Magic, delivers just what the name says. It's in every sip.

Brand Vision

To bring joy to people while sipping tasty tea with health benefits

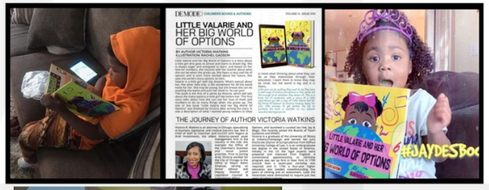
Brand Features

Black Girl Magic Interview (November 20, 2020)
https://www.youtube.com/watch?v=dfVzyM05abs

She Talks TV Interview (April 23, 2020)
https://www.youtube.com/watch?v=AActkizR9L0

LITTLE VALARIE & HER BIG WORLD OF OPTIONS

Valarie is a little girl with big dreams. What's special about her, like other little kids, is her excitement for all the world holds for her. She may be young, but she knows she can do anything she wants and puts her mind to. So can you!



JOY & MAGIC TEA

The Line-Up

Victorian Sass
Dark Magic
Love & Magic
Cold Magic
Black Magic
Trusted Magic

Joy & Peace
Relentless Joy
Joy & Sunshine
Joy & Wellness
Fresh Joy

Wholesale

Joy & Magic Tea is available for wholesale. Minimum order quantity required. Please email v@victorianroyalty.com to inquire.

Publications

•*Little Valarie and Her Big World of Options, Children's Book*, December, 2018

•*Technology's Impact on Fashion Law, and the Basics of the Innovative Design Piracy Act*, Beverly Hills Bar Association IP & New Media Blog, December 6, 2012

•*Virginia to Consider What Qualifies a Blog as Advertising*, Section of Litigation, First Amendment & Media Litigation, American Bar Association, March 6, 2012 - http://apps.americanbar.org/litigation/committees/firstamendment/news.html#LEAP

•*Copyright in the Fashion Industry*, Landslide Magazine, A Publication of the Intellectual Property Section of the American Bar Association, January/February 2011

•Chief Editor and Creator of B.A.F.F.L.E.D. (Business Advice, Fashion Facts, Law & Entertainment Domain) – http://www.thebaffledblog.com

Presentations

•Panelist, State Legislative Update, Illinois Municipal League 99th Annual Conference, October 18, 2012 Chicago, IL

•Co-presenter, Fashion Law 101, Fashion Focus Chicago, October 16, 2012, Chicago, IL

•Panelist, North American Fashion Law, Fashion & Design Law Symposium, The John Marshall Law School, April 12, 2013

•Panelist, State Legislative Update, Illinois Municipal League 100th Annual Conference, October 17, 2013 Chicago, IL

•Co-presenter, Fashion Law on the International Stage, YLS Creative Arts and International Corporate and Trade Law Meeting, Chicago Bar Association CLE, April 15, 2014

•Panelist, State Legislative Update, Illinois Municipal League 101st Annual Conference, September 18, 2014, Chicago, IL

•Panelist, Fashion Law and the Global Runway, Beverly Hills Bar Association IP, Internet and New Media Section, October 9, 2014, Beverly Hills, CA

•Panelist, Trending Topics: An Industry Update, The John Marshall Law School Fashion and Design Law Symposium, April 17, 2015

•Moderator, Fashion Law: Basics for Designers, Brands, and Executives, Fashion Group International of Chicago, March 5, 2015

•Panelist, China.net, The John Marshall Law School Fall Fashion Law Symposium, October 23, 2015

•Panelist, Local Governments and P3s, P3 Hub Midwest Conference, April 10, 2018

•Panelist, Beautiful Business: A Fashion Law and Intellectual Property Symposium, John Marshall Law School Fashion Law Society Symposium, April 27, 2018, Chicago, IL

As Seen On

Media Kit

"TABLE SET COOKING WITH TAMIKA SCOTT"

Tamika Scott has been entertaining the world for over 25 years as an award-winning singer, songwriter, dancer, actress, entrepreneur, and philanthropist. Now, "The Voice of Soul" adds the title of published author to her repertoire.

Cooking with Tamika Scottis filled with delicious and easy-to-follow recipes for you and your family to enjoy. The COVID-19 pandemic ushered in a new reality for so many people worldwide. Without access to their favorite eatery or the ability to fellowship with loved ones, Tamika and her family had to learn how to survive and thrive. So, she took on the challenge of making great meals at a higher frequency for her family while still being a woman on the move.

"This food was Delicious! Von Scales and I enjoyed it immensely!"
- Trina Braxton

★★★★★

AS SEEN ON

GOOD DAY ATLANTA · abc10 · GMA3 · FOX 5 ATLANTA · great day WASHINGTON · GOOD DAY DC · MahoganyBooks · PGC

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A TASTE OF THE SOUTH IN YOUR MOUTH!

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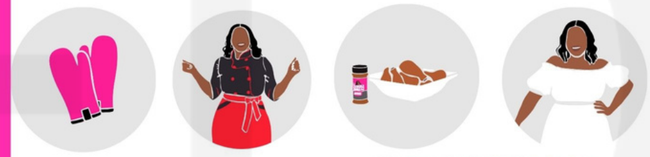
In Cooking with Tamika Scott, Tamika, a devoted wife, respectful daughter, great mother, and "Glam-Ma," also shares funny and heartfelt stories from her personal life, taking us on a memorable journey from her childhood. From cooking with her mother and fishing with her father to creating healthy meal options on the road with her multi-platinum singing group XSCAPE, Tamika has perfected the art of cooking and is now excited to share her curated collection with the world.

Bring your appetite and take this journey with Tamika as she invites you into her Southern kitchen. On this tasty trip, you will find fantastic food recipes made with easy-to-find ingredients, and when it's time for Just Kickin' It, Tamika has lip teasing beverage recipes and a little something for your sweet tooth. Cooking With Tamika captures precious moments with the stories, recipes, and images of "The Voice of Soul" and her family that will touch your heart and leave a taste of the south in your mouth!



HUNTER PUBLISHING GROUP

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Publication date: 5/17/2022
Retail: 35.99
Trim Size: 10 x 8
Genre: Southern Cooking
Page Count: 221
ISBN-10 : 1732700273
ISBN-13 : 978-1732700277

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Table Set COOKING WITH Tamika Scott

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Media Kit

DR. MATTIE JO

MOTIVATIONAL SPEAKER / INTL. ACTIVIST
PUBLISHED AUTHOR / MENTOR

Dr. Mattie Jo is a motivational speaker, international activist, published author, and mentor for today's generation. Mattie's radical bravery as a leader has given her the nickname Modern Day Harriett. She can be found in odd and worldly places helping many out of the grip of devious influences. Dr. Mattie Jo received her B.A. in Business Administration, Master of Education, and Doctoral Degree of Education in Global Training and Development. She uses her education and experiences to create new standards of personal and professional development within diverse areas of life.

Dr. Mattie Jo is the Founder of five organizations. Ambassadors of Technology & Performing Arts, M2M Consulting LLC, and Arm a Nation are grassroot organizations she's helped establish. Back 2 the Basics Organization is a mentorship and education organization co-founded by Dr. Mattie Jo. The organization is her life's work and was built by the sacrifices of Dr. Mattie Jo and her husband, Brent. The organization provides mentoring, coaching, education, and life skill enhancement training for young people. Over 1,000 lives have been impacted as a result of the organization.

Dr. Mattie Jo is the author of The Power to Become, a book of hope that helps eliminate self-created problems. Self-published through her publishing company, U A L L.o.w.e.d, the company's goal is to publish books for everyday aspiring authors.

In addition to governing multiple organizations, Dr. Mattie Jo is the Internal Executive Director at Target Area Development Corporation, a community-based organization awakening the spirit of leadership as a grassroots social justice organization, focused on violence prevention and public safety. The director of a 2200 seat theatre, Dr. Mattie Jo has guided the production of daytime performing art shows and musicals for Chicago Public Schools and their students. Furthermore, Dr. Mattie Jo oversees the Illinois Rental and Utility Assistance program, providing financial relief to residents during the pandemic.

Dr. Mattie Jo has decided to live by choice, NOT chance. She speaks out against oppression, disrupting systems, standing in solidarity to fight them and reestablishes them. She blazes the trails and passionately helps individuals move to higher ground in an inspired and uplifting way.

Prison ministry is her life's work. From the age of 16, Dr. Mattie Jo has traveled globally to minister, preach and speak to young women and men in prisons across the U.S, Cape town, South Africa, the Honduras, Jamaica, Puerto Rico and Israel. She's helped challenge and change the uncertainty in people's thoughts, using profound methods of wisdom. Dr. Mattie Jo is approachable. Down to earth. Prophetic. Honest. Real. She helps the broken, the hopeless, the rejected, and the disenfranchised understand processes to elevate them from their current circumstances.

She is a breath of fresh air that whispers, "Be motivated, and not manipulated." As a mentor—Mattie has inspired thousands of youth and others by listening and filling knowledge gaps that speak to their soul. Dr. Mattie Jo is the mentor that not only provides direction, advice, and encouragement but pushes the mentee to act upon what is given.

Dr. Mattie Jo answers to a prophetic calling over her life. Her life assignment is to show people the heart of God. Her name means 'Mighty in battle' and indeed, she has been faithful to fight the battles she has been led to fight. Dr. Mattie Jo motivates people higher through conquering emotional and mental unsteadiness; assisting them spiritually, personally, and professionally. Many who have encountered her discernment and wisdom have decided to soar like an eagle.

THE POWER TO BECOME

Have you ever felt as if your passion was calling out to you? While some have, many were too busy listening to others tell them what their passions should be. Leaving unanswered questions of who you were then and who you are to become now. There are two significant questions amongst the greatest questions ever asked; "Who am I?" and "What is my purpose?" Everyone want these two questions answered. As life progresses we see glimpses of who we are to become. However, in our present state we have absolutely no clue how to get there on our own. Our image of self is based on a cluster of names and forms that we have taken on due to our environments causing us to mistakenly displace the purpose of God for our lives. The Power to Become is a book of hope that helps you eliminate self-created problems and ill impressions of yourself developed within your consciousness. Use your power to BECOME.

CONTACT DR. MATTIE JO

Dr.Mattie Jo is available for speaking and appearances.

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Phone
773-512-4036

Media Kit

Rachael Nicole
TURNER

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BRAND DESIGNER & STRATEGIST

FOUNDER

ROSEMINT MEDIA | Radiant Thorns | ROSEMINT NFT

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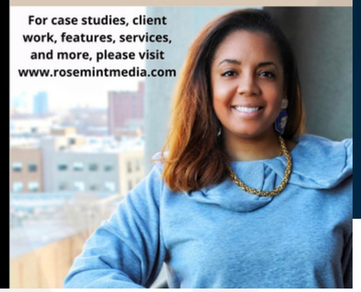

ABOUT RACHAEL

Rachael Nicole Turner is a brand designer and strategist with nine years of experience producing advertising for hundreds of businesses. Through website creation and design, business planning, and digital media strategy, Rachael helps leaders showcase their power in the business and philanthropic world. Rachael has consistently exhibited an exceptional way of thinking. Her inquiring mind has been the motivating force to pursue roles, shaping new media, spaces, channels, environments, and emerging markets.

The proud Founder and Creative Director of Rosemint Media, a brand growth agency established in 2013, she specializes in helping the brands of first-generation entrepreneurs evolve from a vision to a digital masterpiece. Rachael has produced custom campaigns for brands 6 to 8 figure brands and directed the personal brand strategies of creative entrepreneurs and corporate executives.

Vision obsessed and design-savvy, Rachael envisions designs, campaigns, and strategies quickly in her mind and runs multiple variables before manifesting them in real-time. Her superpower is understanding the back and front end of platforms and systems and developing an aesthetic that embraces the brand. Her specialty is developing and cultivating brands of socially conscious entrepreneurs. She prides herself on creating clean designs with impactful details.

Rachael is an independent and creative businesswoman with a solid reputation as a visionary in the industry of brand advertising, sales, media production, direct marketing, and professional development. In 2017, she launched Radiant Thorns, an art and organization brand for entrepreneurs. In 2022, Rachael launched Rosemint NFT as a trusted space for black and brown entrepreneurs to leverage Web 3 and blockchain technology for profits and visbility.

In 2015, Rachael received the 40 Under 40 Young Women Professionals League Award and in 2017, she was honored by the organization as the inaugural Member of the Year. In Spring of 2021, Rachael was selected as one of the "50 Black Marketers on the Rise" by the African American Marketing Association. She also received the "Top 100 Marketing and Advertising Leaders" Award from MARSum.

Rachael gives back to her community as the Director of Digital Platforms for the Greater Englewood Chamber of Commerce.

With Rachael's guidance, her clients have cut production costs by forty percent, doubling their sales conversion rates, tripling their ability to attract ideal client leads, expanding their influential reach, earning respect in their industries. Her plan is to start a non for profit, training and equipping marketing professionals to become powerhouses.

Rachael hails from the south suburbs of Chicago. When she's not creating bold brands for super-star clients, she's relishing on weekend mornings and making pancakes for her sweet daughter, Kristen Rose.

Favorite Quote: *"Sometimes you just have to jump out the window and grow wings on the way down."* Ray Bradbury

BRANDS

ROSEMINT MEDIA

We help brands exceed and flourish.

Rosemint Media is a brand growth agency. We cultivate business evolution for thought leaders through effective media relations, expert marketing strategy, multimedia content, and powerful digital experiences. We elevate brands and develop visuals and strategies that connect with your audience and grow your bottom line. From seed to harvest, we prepare, protect and preserve the sincerity of your brand.

Radiant Thorns

Organize your mental and physical space.

Radiant Thorns was created to celebrate self-expression and forward-thinkers. It is a reminder to shine the light within and radiate our best selves to the world. Products include journals, art, and luxury essentials.

ROSEMINT NFT

As enchanting as blockchain can be, it is also an opportunity for creatives, entrepreneurs, businesses, and beyond to better processes and take advantage of the increased trust cultivated by this superior technology.

We are in a time like no other and believe that we can work together to increase wealth and the quality of life by leveraging technology and becoming educated on how to make it work for us!

Founder, Rachael Nicole Turner, is no stranger to FinTech with 8 years of experience in the financial industry, including holding multiple FINRA licenses with a global leader in trading.

"It's worth the risk. $500 today will mean nothing in 10 years and can mean EVERYTHING if you tap in." Rachael

BOOKING

Through web creation and design, business planning, and digital media strategy, Rachael helps leaders showcase their power in the business and philanthropic world.

Rachael is available to speak and/or teach on the following:

Entrepreneurship As A Creative
Branding
Digital Presence
Organization
Mom-preneurship

Please email:
rachael@rosemintmedia.com