



CLIENT SUCCESS SUMMARIES

Bella Boca PR

❑ **NEXXA**, high performance car rental and experience company.

❑ Developed the company's brand direction from inception.

❑ Created engaging social media strategy and implemented micro and macro influencers to push brand.

❑ **Project L.I.F.T.**, nonprofit education initiative in public schools using private dollars to fund innovative strategies.

❑ Positioned L.I.F.T. as an education expert for local and national media, assisted with the creation of brand materials to market L.I.F.T. schools to parents and students, developed strong media campaigns landing front page and national coverage, planned and executed community events with corporate sponsors as well as local and state government officials with audience sizes range from 25 to 2,000.

❑ Secured and/or provided media relations in national and local media which includes NBC Nightly News, Wall Street Journal, PBS, Charlotte Observer and Time Warner Cable News.

❑ **Zoe Nails**, voted best nail salon in Charlotte by Steve Harvey twice.

❑ Developed website for the business.

❑ Create and implement effective social media strategy to allow followers to see the salon's quality work.

- **Sow Much Good**, popular Charlotte nonprofit organization.
 - Developed comprehensive public relations plan and established intern program. Implemented the created plan, which included managing media relations and creating partnership for the organization.
 - Wrote the CNN Hero nomination that earned the founder and executive director the Top 10 CNN Hero title.
 - Secured placement in national and local media which include PEOPLE Magazine, EBONY Magazine, CNN, Forbes, PBS, Experience Life Magazine and Today's Charlotte Woman.

- **Nolimit Larry**, Carolina's #1 radio personality.
 - Coordinate nonprofit events, book appearances, acquire and manage sponsorships.
 - Planned and executed celebrity weekends that included Stephen Curry, Mushin Muhammad, Leonard Little, Ying Yang Twins, Master P, Bertell and Pastor Troy to raise dollars for Nolimit's Children of Murdered Parents foundation.
 - Secured and executed a regional campaign for the national launch of Sundrop soda using Nolimit as a spokesperson.

- **Interior Motives**, modern furniture store owned by HGTV Design Star.
 - Developed and executed cause marketing initiatives, performed media relations, aligned strategic partnerships.
 - Planned and executed events at the store with mission aligned organizations such as American Heart Association, Thomas Davis Defending Dreams Foundation, Salvation Army's Center of Hope and Multiple Sclerosis Society.

- **NC Legislative Congressional Black Caucus Foundation**, nonprofit that provide scholarships to students at all 10 public and private Historically Black Colleges and Universities in North Carolina.
 - Composed press releases, scheduled/managed media interviews.
 - Secured media placements in/on all print and television stations in Greensboro for the conference.

- **Anthony Hamilton**, GRAMMY award winning recording artist.
 - Pitched stories to local and national media, created signature initiatives to promote "The Point of It All" album.
 - Secured radio and print media in Birmingham, Charlotte, Los Angeles, Myrtle Beach, New Orleans, Philadelphia, Seattle and St. Louis.