# ERICA YOUNG

**Branding Guru** 

Speaker

**Publicist** 

As a goal-oriented team player, I'm passionate about approaching challenges with creative and innovative solutions. I have experience working with both independent brands and large teams, as well as with high-profile clients. Whether it's developing a brand identity, creating marketing materials, or designing a website, I always keep in mind the client's goals and business development. With a focus on brand strategy and client satisfaction, I strive to produce high-quality work that exceeds expectations.



## **ABOUT**

Consultant
Keynote Speaker
Publicist

Entrepreneur

CEO

Marketing Specialist

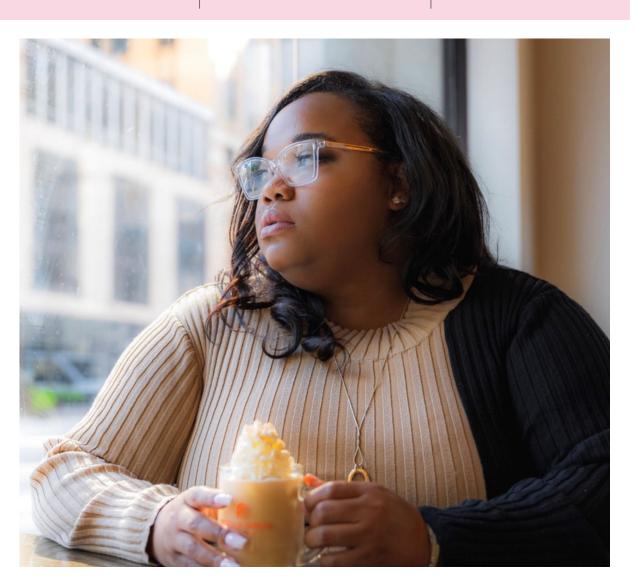
5

In 2011, I kickstarted my career as a Nike Community
Ambassador, collaborating with elite athletes, managing
personnel, conducting market research, and organizing highprofile events. My time at Nike allowed me to gain invaluable
insights into product development, innovation, and storytelling,
while also making a positive impact on the community. This
experience ultimately inspired me to found my own public
relations and management agency, where I worked with
professional athletes and celebrities, managed budgets & fund
allocation, oversaw day-to-day operations, served as a project
manager, and ensured brands were well-represented.

100+ CLIENT REVIEWS

10+ YEARS OF EXPERIENCE

20+ BRAND CAMPAIGNS





## MY EXPERIENCE

A Journey of a Nike Ambassador to a Social Entrepreneur In 2011, my career began as a Nike ambassador, and it lasted until 2021. During my time as an ambassador, I had the opportunity to work with several professional athletes, host events, participate in marketing campaigns, and manage teams. Afterward, I opened my public relations and management agency, followed by an integrated cannabis brand that advocates women's participation in the industry. Additionally, I founded a non-profit to help youth achieve their career aspirations.

#### SERVICES OFFERED

- Event Planning & Logistics
- Media Management & PR
- Project Manangement
- Nonprofit & For-profit Consulting
- Branding & Marketing
- Campaign Creation & Business Strategy

### THE MISSION

My aim is to make a positive impact on people's lives by sharing the knowledge I've gained through my experiences. My goal is to help individuals establish and promote successful brands, as well as create impactful events that raise brand awareness and make an impression.

## WHAT PEOPLE SAY

"Erica is a female boss. She has multiple brands and always building another one." "Erica helped me create my brand and get media coverage for it"

"I realized Erica's potential when I seen the work she did with other pro athletes. She planned my events and created my nonprofit."

"The cannabis brand I created was successful due to Erica & her team. Her facilities were top notch and she helped my brand gain attention."



#### **FEATURED MOMENTS**

Canva Rebel Magazine

VoyageATL Magazine

Women in PR Keynote Speaker

Oklahoma **Business** of the Year

ShoutOut Magazine VoyageDallas Magazine

**Bold Journey Magazine** 

#### **BRANDS OWNED**

Missie's Roots & Co. **Holding Company** 

Puff. Petals. & Pearls. Premium Cannabis & Hemp Products

**Totally Traveled** Luxury Travel Agency

Viral by Design Social Media + Public Relations Management

> **YOUNG DREAMERS** Nonprofit Organization

> > **CONTACT**

Email: goviral@viralbydesign.co

Phone: (405) 406-3441











www.viralbydesign.co









