

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.



ERICA YOUNG

ABOUT

In 2011, I kickstarted my career as a Nike Community Ambassador, collaborating with elite athletes, managing personnel, conducting market research, and organizing high-profile 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



Consultant
Keynote Speaker
Publicist
Entrepreneur
CEO
Marketing Specialist

ERRICA YOUNG



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 Management
- ✓ 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

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