

# COURTNEY R. RHODES

## ABOUT



Courtney R. Rhodes, brand strategist, marketer, author, and founder of Digital CEO School. Equipped with an M.A. degree in Integrated Design from The University of Baltimore, for 15+ years, she's worked with multi-million dollar brands getting their marketing messages seen, heard and experienced via radio, television, magazine, digital and social media.

Courtney absorbed years of expertise from a rewarding career with Clear Channel Radio as a General Sales Manager for radio stations and their digital counterparts, and CBS Television and iHeart Media as an Account Manager for radio, television, magazines, and their digital assets. She transferred her skills into becoming a successful traditional and digital marketer for numerous brands, and later founded the Digital CEO School.

Her platform TheBrandista.Com is a personal brand development and online business building website that helps 'solopreneurs' and new entrepreneurs build authority; package, brand, market and sell their expertise online. She mentors emerging revolutionaries and thought leaders to build their platform, expand their reputation and leverage their expertise to build online businesses.

She's the author of *Make Your Mark: Personal Branding Through "On-Purpose" Living*, a book on using your experiences, authenticity, and talents as a platform to career success and personal fulfillment.

She's appeared on/in numerous media outlets including Huffington Post, Black Enterprise, CBS, NBC, Jezebel, The Atlantan, Peachtree TV, Madam-Noire among others. Courtney has spoken at or hosted panel discussions for professional organizations, including: Massachusetts Women Conference, Public Relations Society of America (PRSA), National Association of Black Journalists (NABJ) and others. Additionally, She's served as a brand ambassador for brands like Coca-Cola, Diageo and The Fashion Institute of Technology to name a few

You can find her on social media @TheBrandista, connecting women on the streets of Chicago and Atlanta, and unwaveringly committed to living her best life with her husband, Les, and daughter, Jai Boogy.

### INTERVIEW, SEMINAR AND SPEAKING TOPICS

1. How to build a relevant brand: strategies that get you seen and heard
2. How to build authority, engage and grow your online community
3. How to leverage your expertise to design a business and lifestyle you love



## SPECIAL EXCERPT

Seize control of your life, accomplish you life long dreams, and achieve career goals through the power of personal marketing and establishing your brand.

#MarketingYourself #MakeYourMark #BrandYou

TheBrandista.com | UrbanityCommunications.com | CourtneyRRhodes.com | TheBGuide.com