



SHINE *Army*

**Elevating brands and leaders to the
next level of visibility and impact**

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Why Us?

SHINE Army partners with organizations and leaders to align strategic planning, marketing, and executive communications — ensuring visibility supports credibility, growth, and long-term impact.

We are a full service communications agency and talent development firm that maximizes your resources for optimal impact with executive support for diverse leaders, leadership development, marketing and brand management.

Our clients range from Fortune 100 companies and household names to startups, community organizations, and local leaders.

We leverage the 20 year career of our founder, certified coach and award-winning journalist Charreah K. Jackson, including her 10 years at Time Inc during it's reign as the world's largest magazine publisher, where she was Senior Editor at ESSENCE, the largest media company serving Black women. We bring unmatched insider experience, a global network and current insights to accelerate impact.

Strategic Communications
Leadership Development
Visibility & Growth
Inclusive Impact



Visibility Without Strategy Is Noise.

Many leaders come to us seeking more media and opportunity.

What they also need is clarity, positioning, and infrastructure.

Visibility amplifies what already exists.

Our work ensures what's being amplified is strategic, aligned, and scalable.

That's why Shine Army integrates consulting, coaching, and execution — so our clients don't just get seen, they expand.

This approach reduces wasted spend, strengthens leadership readiness, and increases ROI on visibility investments.



One mission

Launch leaders to their next level of impact and **visibility** through **comprehensive strategy, development and experienced execution.**

How we get there



PRIORITIZE

Define a clear strategy aligned to your business goals, leadership positioning, and the outcomes that matter most now.



PACKAGE

Shape your message, offers, and authority into compelling narratives that build trust and convert attention.



POSITION

Identify the platforms, media outlets, and rooms where your voice will carry the greatest credibility and influence.



PUBLICIZE

Execute proactive outreach and amplification to secure media, speaking, and visibility opportunities.

Client Outcomes:

You're in good company.



Chris Winfield

Increased client satisfaction and media bookings



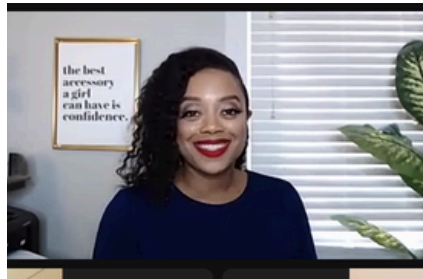
Nicole Elam, Esq.

Grew her LinkedIn by 1,000% with newsletter series and first offer for sponsor



Brittany Cole

Booked a TV interview the day her book launched and heard from a lead who watched



Monique Shurray

Booked her first 5-figure corporate contract and international speaking gig in Shine Suite



Robert L. Johnson

Booked his first TedX speech



Lucinda Cross

Added \$250,000 from ONE interview telling her tough story that multiplied



Tsao-Lin Moy

Rocked her first national TV interview



Patricia Moore

20,000 new people visited her website on one day + made thousands from ONE interview



Ryan Wilson

Increased his digital footprint with national media coverage

Our Clients

In the last year we've helped more than 100 executives and entrepreneurs strengthen their authority, elevate their visibility and organize their impact.

Our insight and pitches have gotten our clients booked by Bloomberg, Tamron Hall, the New York Times, Forbes and other outlets



70% of the leaders we work with are from historically marginalized communities: women and people of color. We accelerate closing the opportunity gap by rapidly increasing impact, inclusion, authority and exposure.



SERVICES TO FIT YOUR NEEDS

Strategic Foundation

PLANNING + ORGANIZATIONAL DEVELOPMENT

- Multi-phase strategic plan design
- Vision, mission, and values alignment
- Organizational brand + identity frameworks
- Program design + implementation
- Stakeholder messaging and integration
- Team culture mapping + communication architecture

Leadership Expansion

LEADERSHIP + TALENT DEVELOPMENT

- Executive coaching
- Leadership communication programs
- Custom curriculum design + facilitation
- Team retreats, trainings, and multi-cohort programs
- Emerging leader communication labs
- Live events and conferences
- The S.H.I.N.E.™ Leadership

Amplification

MARKETING, BRAND + COMMUNICATIONS STRATEGY

- Brand messaging + narrative development
- Marketing strategy + content ecosystem
- Executive visibility + spokesperson development
- Integrated communications plan development
- Internal + external communication systems
- Media training + thought leadership development

SHINE Suite

Your Visibility + Leadership Brand Operating System

- Step-by-step insider insight, real examples to grow your business and brand
- Clarify your message, offers, and authority
- Convert visibility into revenue and impact
- Be celebrated and compensated as the go-to expert in your industry
- Uplevel how you show you up in every room and conversation
- The exact scripts to land press, partnerships + clients
- The tech and tools to expand
- Coaching, community + opportunities



Shine Suite access is included with visibility consulting services.



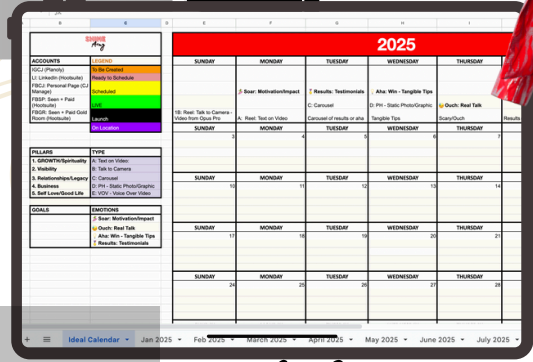
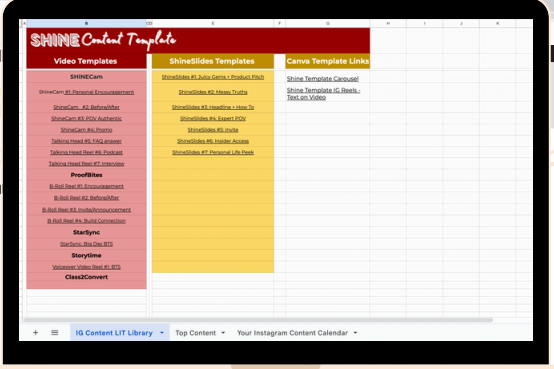
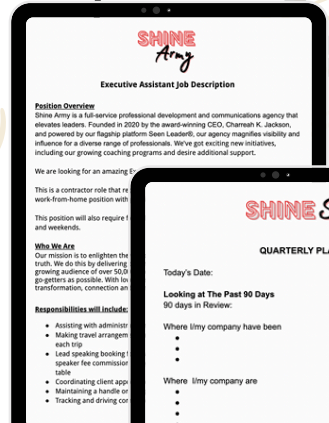
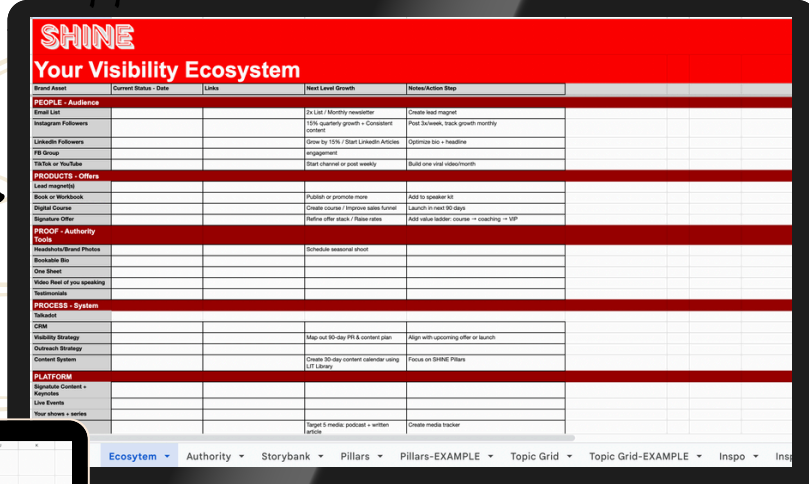
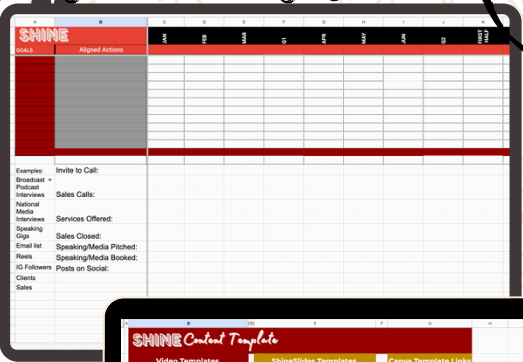


Hire support with ease

See your impact + opportunities

Watch your money grow

Get Ahead



Over 50 Blueprints

Consistently Show Up Online

Schedule Success

Shine System

The Shine System is inside Shine Suite and supports long-term visibility, planning, and execution.



BE IN THE ROOM



Adriane Simpson 9:25 PM

She had us on stage with Tamron Hall, skinning and grinning. Then we went to dinner with Lisa Nichols. And took a lot of pictures with her too.

PREMIUM

PENTHOUSE

The Elevation of Everything



I had dinner with Lisa Nichols and Mikki Taylor because of Charreah. It was so phenomenal!

💬 😊 !! 1 ❤️ 1

Strategic Visibility + Leadership Consulting

**SAMPLE
PACKAGES**

STRATEGIC ADVISORY ENGAGEMENT

Strategy: Develop a clear visibility and authority plan aligned to business goals, leadership positioning, and target outcomes.

Messaging: Define signature messages, talking points, and narratives to support interviews and stakeholder communications.

Positioning: Identify priority media outlets, platforms, and opportunities for visibility to drive credibility and growth

Advisory + Pitching: Provide strategic guidance and conduct targeted pitching for aligned opportunities

INTEGRATED VISIBILITY ENGAGEMENT

Strategy + Planning: Create a multi-month visibility roadmap with opportunity forecasting and platform prioritization.

Messaging + Content: Develop thought leadership angles and converting content to support sustained authority.

Media Outreach: Execute ongoing media pitching and follow-up to secure interviews, features, and opportunities.

Campaign Activation: Support launches and news with press releases and outreach.

EXECUTIVE EXPANSION ENGAGEMENT

Executive Strategy: Provide senior-level advisory focused on leverage, positioning, and long-term authority.

Executive Communications: Deliver advanced media training, executive coaching, and high-stakes preparation.

Opportunity Management: Manage and develop high-impact media, speaking, and platform opportunities.

Executive Standard
We ensure media and visibility outcomes, **increasing outreach as needed to secure results.**

**GET IT
ALL!**

All consulting engagements include access to Shine Suite, our Visibility + Leadership Brand Operating System, to maximize outcomes and ROI.

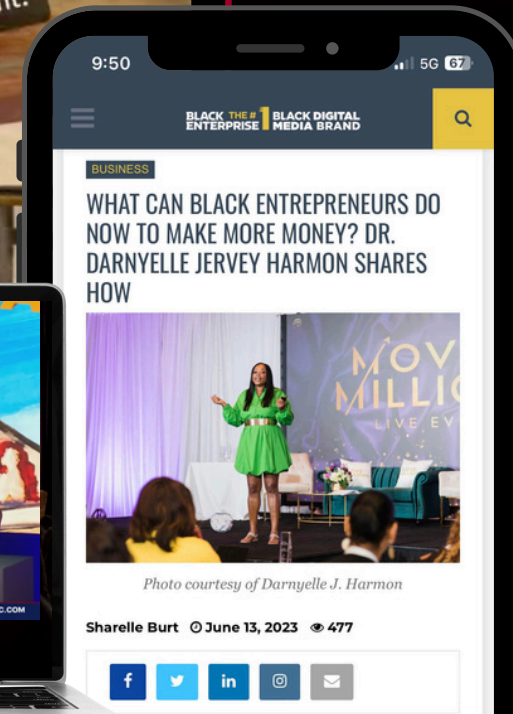
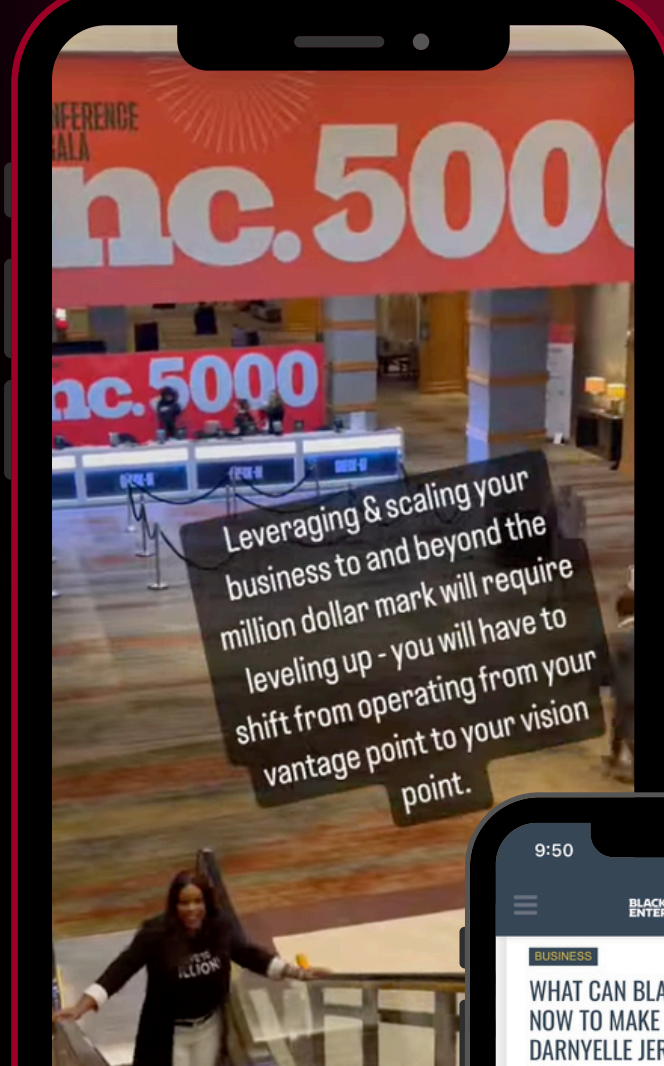
**6 PACKAGES START AT 7K A MONTH
WITH FOUR MONTH MINIMUM**

Client Success

Get Booked + Work the Room Media Booking + Live Event Support

CEO Darnyelle Harmon hired Shine Army last year for media strategy and executive support in preparation for her upcoming book and Move to Millions

- Over nine months, we pitched and secured national media including Forbes, Black Enterprise, Yahoo and Fox5 DC
 - Her interviews were shown to an audience of **400 million people and a \$4.5 million advertising value**, according to MuckRack
- Our CEO Charreah provided on-site media support for Darnyelle at Inc 5000 Conference
 - Captured and created engaging social content which was **her best performing content in six months** on Instagram
 - Facilitated introductions to multiple insiders including the editor-in-chief of Inc
 - Provided talking points, energy boost and focus to work every room



Client Success

Get Booked Media Booking

As she prepared for her first wedding at age 51, Lisa Nichols contacted our founder Charreah to help share her beautiful love story, after working with her for years at ESSENCE

- Our team pitched Lisa to leading media outlets. We secured national interviews including Forbes and the Vows Sunday feature in the New York Times. We also confirmed her final interview as a single woman with Tamron Hall the day before her wedding to her husband Marcellus Hall
- Her interviews were shown to an audience of **141 million people and a \$13 million advertising value**, according to MuckRack



LISA NICHOLS
CEO + Global Speaker

"Every great expert and service needs as many eyeballs on you as possible.

Charreah and her team are the best. They expand your message across the world.

She might be busy with me, but in case she's not, she'll be sure to serve you well."



Next Steps

Ready to expand your leadership, clarify your message, and convert attention into impact and income?

LET'S TALK

<< Click here to schedule
a call with Charreah >>

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