

# SHINE

# IMPACT REPORT



**Elevating +  
Expanding Leaders,  
Brands and Teams  
to the Next Level of  
Impact**

**2025**

# TABLE OF CONTENTS

CLIENT RESULTS 3

WHY US? 4

LETTER FROM THE CEO 5

COMPANY OVERVIEW 6

SIGNATURE SERVICES 7

LEADERSHIP + TALENT DEVELOPMENT 8

VISIBILITY + MEDIA STRATEGY 9

ORGANIZATIONAL STRATEGY + CONSULTING 10

CONTACT INFORMATION 11



# REAL RESULTS

*2,500 Leaders Trained. \$50M+ in Advertising. Thousands Transformed.*



*“She spearheaded courageous conversations for growth.”*

“I hired Charreah and her team to provide a comprehensive review of our curriculum. Her work was so compelling that we hired her to lead our summer training program funded by the Ford Foundation, implementing her recommendations. She spearheaded courageous conversations for growth.”

**GLORIA FELDT, COFOUNDER AND PRESIDENT OF TAKE THE LEAD, FORBES 50 OVER 50**



*“Charreah is able to connect across cultures and countries.”*

“Charreah hosted our virtual global training with attendees from Singapore and South Africa to Seattle. Her high energy, impactful coaching and innovative approach is original and refreshing. She is able to connect across cultures and countries because authenticity and integrity are universal languages.”

**ROBINSON LYNN, MOMENTUM EDUCATION EXECUTIVE DIRECTOR**



*“Charreah Jackson is the best communications director and brand builder on the planet.”*

“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.”

**LISA NICHOLS, NY TIMES BEST SELLING AUTHOR, GLOBAL SPEAKER AND CEO**





# WHY US?



At Shine Army, we don't just serve leaders. We see them — and help the world see them too. We've supported over 1,000 executives, entrepreneurs and teams increase their VIP status by being more visible, impactful and profitable.

## Our Signature Approach:

- Empowered communication with result-based systems designed for today's evolving leadership landscape
- Strategic partnership management, including \$200,000+ in sponsorships secured
- A seasoned team experienced across corporate, nonprofit, and public sectors

## Where We Show Up:

- Our clients have been featured by Bloomberg, Tamron Hall, The New York Times, Forbes, and more
- We've supported brands on global stages including Cannes, ESSENCE Festival, and the Inc. 5000 Conference
- Our trainings have reached teams from the United Nations to top global companies

## Why Our Work Matters:

# 77%

of workers said CEOs should definitely speak out in defense of their company's values according to Weber Shandwick reputation index

# 11th

fastest-growing role in the U.S. is External Communications Manager to engage with public in LinkedIn's top 25 growing roles report

# 60%

of our clients are women + people of color. We specialize in closing the opportunity gap through leadership, visibility strategy, and bold communication tools





# LETTER FROM THE CEO



## CHARREAH K. JACKSON

CEO, Coach + Lead Strategist

Growing up, I slept in my glasses as a kid because I wanted to see my dreams. Along with being a big dreamer, I was a dark-skinned girl in the South and sometimes felt overlooked. I had power and potential but not always a platform. That lit a fire in me to not only share my voice, but to help others own theirs.

That fire became my 20-year career in media, including 10 years at the world's largest magazine publisher, where I was Senior Editor.

And that led to Shine Army. What began as a self-funded vision during the global pandemic has grown into a movement that has touched lives and leaders across five continents.

Since launching Shine Army, we've had the honor of serving global organizations, Fortune 100 companies, influential entrepreneurs, and purpose-driven teams—equipping over 1,000 leaders with the confidence, clarity, and communication to shine in their own lane.

We've secured more than \$50 million in earned media for our clients, trained leaders from historically marginalized communities in how to own their visibility, and created custom strategies that have led to real transformation inside boardrooms, classrooms, and communities.

This is not just business. This is personal. It's about shifting culture through communication. It's about closing the opportunity gap and ensuring the next generation of leaders doesn't just enter the room—but knows they belong there, fully and fiercely.

To your shine,



Presidential Achievement Award  
from President Joe Biden + Vice  
President Kamala Harris

## “Luminous”

according to Oprah Winfrey

## 2

AI Certifications + asked by Google to  
speak on using AI for US Black  
Chamber National Conference





# COMPANY OVERVIEW

## VISION

To train and elevate **20,000 leaders**, touch **200 million lives**, and secure **\$1 billion** in earned media value by 2030—all to transform culture through communication. We measure success by impact, not impressions. Transformation happens when we tell our true story.

## MISSION

Shine Army is a full-service professional services, leadership development, branding and communications agency that elevates leaders. Founded in 2020 by the award-winning CEO, Charreah K. Jackson, our agency guides our clients from Fortune 50 companies to the United Nations to the next level of VIP status by being more Visible, impactful and profitable. We provide insight for our community of more than 30,000 leaders globally and are trusted by top corporations, global NGOs, and powerhouse entrepreneurs

We believe in the transformative power of effective communication and strategic development. Our team is dedicated to delivering top-notch services.

**THE WORLD AND THE WORKFORCE ARE  
WATCHING LIKE NEVER BEFORE.**

# 30,000

leaders in our community across  
social media + email

# 2,500

executives and entrepreneurs  
coached worldwide

# \$50M

in advertising secured for our  
clients



## VISIBILITY + MESSAGE STRATEGY

- National PR Campaigns + Pitching
- Thought Leadership Development
- Speaking + Media Representation
- Media Kits + Press Releases
- Interview Development + Scripting
- Executive Bios + Talking Points
- Media Training + On-Camera Coaching
- Video Production + Editing
- Social Media Strategy + Content Creation
- Event Amplification (Live + Digital)

## LEADERSHIP + TALENT DEVELOPMENT

- Executive + Leadership Coaching
- Signature Trainings & Keynotes:
  - Seen Leader®: Leverage Your Life for Impact
  - Fuel: Boost Your Team's Energy + Focus in Any Circumstance
  - Supercharge Your Team: Communication Essentials
  - Next Chapter Leadership: Plan + Grow with Change
  - Seen Woman: What Happens When Women Show Up and Speak Up
  - S.O.A.R: Creating Content That Moves People and Profit
- Curriculum Design + Facilitation
- Training Programs + Retreats
- Internal Communication Strategy
- Engaging Multicultural Teams + Audiences

## ORGANIZATIONAL CONSULTING

- Process, Policy + Culture Review
- Inclusive Marketing Campaigns
- Talent Attraction + Retention + Executive Visibility
- Internal + External Comms Strategy
- Live Event Strategy + Production
- Website, Newsletter, and Online Channel Development
- Strategic Communication for Diverse Markets



## ORGANIZATIONAL DESIGNATIONS

Corporate Structure: LLC  
 Designation: 100% Woman  
 Owned, Minority Owned, Small  
 Business  
 EIN: 86-2444818  
 SAM ID: U81JN9NTURR7  
 Business Founded: 2020  
 Headquarters: Atlanta, GA  
 Certified Minority Owned from the  
 U.S. Black Chambers, Inc.

## NAICS CODES

- 541618: Management Consulting Services
- 611430: Professional and Management Development Training
- 541820 Public Relations Agencies
- 541613: Marketing Consulting Services
- 41612: HR Consulting Services
- 541611: Administrative Management and General Management Consulting





# LEADERSHIP + TALENT DEVELOPMENT

We design and deliver transformative experiences that equip professionals with the tools to lead confidently and communicate powerfully. From executive coaching to custom trainings like Seen Leader®, our programs cultivate self-mastery, presence, and visibility. Clients consistently report increased confidence, stronger communication, and a deeper sense of belonging.

We’ve delivered trainings virtually and globally—from government agencies and college campuses to boardrooms and the United Nations.

98%

of participants share the Seen Leader training strengthened their confidence and communication skills with clear tools they can easily use

40 HOURS

of training + curriculum available in our private, secure training portal

30,000

leaders in our community across social media + email

	Traditional Leadership Training	Our SHINE Approach
One-Size-Fits-All	✓	✗
AI-Infused Strategy	✗	✓
Real-World Impact	✗	✓
Confidence + Clarity Tools That Last Forever	✗	✓



# VISIBILITY + MESSAGE STRATEGY

## 300+

national media features +  
keynotes booked

## 180 million

people reached through content

## 50+ execs

from Fortune 500 companies served

Our visibility services position leaders and brands for national recognition and lasting influence. We've secured over 300+ media placements, resulting in more than \$50 million in earned media value across platforms like The New York Times, Forbes, and Bloomberg. From media training and PR campaigns to LinkedIn content development, speeches and executive bios, we flip expertise to powerfully packaged insight for platforms that move the world.

## Leaders + teams served include:

- Nicole Elam, National Bankers Association President and CEO
- Marion Brooks, Novartis Vice President
- Yvette Noel Schure, Publicist for Beyonce, Prince + more
- Robert L. Johnson, Consultant
- Darnielle Jervey Harmon, CEO
- Lisa Nichols, Speaker
- The Gathering Spot
- Travel Divas
- Chase for Business
- Steve Harvey's Vault





# ORGANIZATIONAL CONSULTING

We partner with institutions and organizations to produce effective marketing, leadership, and communication strategies that accelerate performance and drive meaningful impact. From talent engagement to messaging and partnership development, our consulting transforms how organizations connect, grow, and lead. We specialize in building profitable strategic partnerships, creating compelling programming, and amplifying audience reach.

- In 2023, we led executive visibility and on-site support for Novartis during their first ESSENCE Festival activation—preparing senior leaders, capturing live content, and securing coverage.
- In 2024, we organized sponsorship and marketing for When My Soul Speaks on Broadway, securing \$150,000 in sponsorship and producing a impactful after-party for 400 guests.

Our work elevates purpose and performance at every level.

## Trusted to Deliver at High-Impact Events + Experiences:

- Inc. 5000 Conference – Executive visibility + live-event support
- Cannes Diversity Collective @ Cannes Lions – Executive visibility + onsite program production
- Disney Dreamers Academy – Curriculum, coaching + mentorship
- ESSENCE Festival – Programming, executive visibility, strategic partnerships
- Take The Lead Nonprofit – Leadership program management + inclusive curriculum development for program funded by the Ford Foundation







**SHINE** *Army*

**LET'S EXPAND  
YOUR SHINE  
TODAY!**

**Click to schedule a  
call with Charreah >>**

**Website:  
[shinearmy.com](http://shinearmy.com)**

**Email:  
[Charreah@shinearmy.com](mailto:Charreah@shinearmy.com)**

**Phone:  
646-504-1046**