



ACCESS
LIVE



What Dating
Personality
Are You?



SHINE *Suite*

A division of Shine Army LLC

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



One mission

Support the **launch of leaders** to the world with a comprehensive and strategic visibility and media plan and experienced execution so that **those who most need to hear your story receive your message** and so much more.

How we get there



PRIORITIZE

We create a succinct strategy to generate awareness, sales, engagement and excitement for your products and services.



PACKAGE

Create marketing materials leveraging existing content and creating new assets, including a content library and rollout to schedule on Instagram, LinkedIn and other outlets.



POSITION

Confirm top media targets and communities for media and pitching.



PUBLICIZE

Pitch and host media tour for largest outlets including daytime TV, business platforms, podcasts, digital media brands and more. Amplify all features on own platforms

Why Us?

SHINE Army accelerates and elevates clients, companies and brands to the next level with visibility strategies that convert. We are a full service communications agency that maximizes your resources for optimal impact with public relations, marketing, brand management, executive support and content creation.

Our mission is to enlighten the world's underrepresented leaders to transform the world with truth.

Our clients range from Fortune 100 companies and household names to startups, community organizations, and local leaders. Our clients and our founder have been featured in media outlets around the world including the Today Show, Forbes, ELLE, The New York Times, Black Enterprise and more.

We leverage the 20 year career of our founder Charreah K. Jackson and bring unmatched insider experience, a global network and current insights to provide creative campaigns to magnetize your target audience and accelerate impact.

Visibility and Impact Strategy * Strategic Communications and Content * Brand Building, Launching + Market Representation



TIME

YAHOO!
FINANCE

FAST
COMPANY

CNN

NBC NEWS

abc RADIO

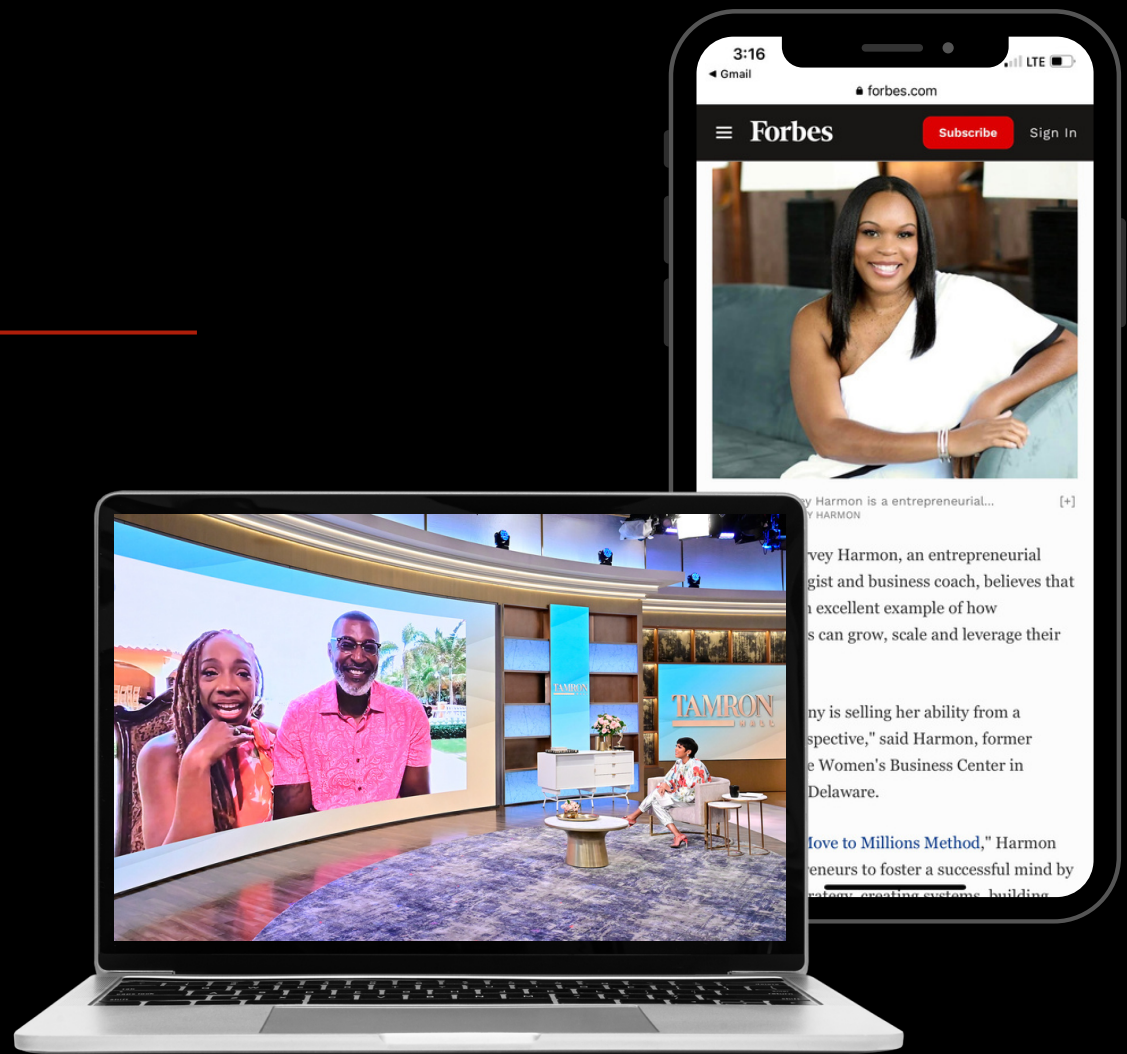
CNBC

BUSINESS
INSIDER

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



80% of our clients are underrepresented and underrecognized leaders from historically marginalized communities: women and people of color. We accelerate closing the opportunity gap by rapidly increasing impact, inclusion, authority and exposure.

What Will More Authority + Visibility **DO** For **YOU**?

- Recession-proof your impact by sustaining demand
- Grow brand value, talent attraction and team retention everybody wants to play on a winning team
- Provide representation for every community you represent
- Expand your audience
- Confirm credibility in a crowded market
- Exposure to platform opportunities and big stages
- Convert new customers and increase profitability
- Build relationships with other leaders
- Make your loved ones (and even your doubters) proud
- Put the world on notice about you and your business



SAMPLE PACKAGES

PERFECT PITCH

Strategy: Create your visibility strategy including target media and your signature message

Media management: Manage and advise on all interview requests to maximize impact

Pitch: Develop and send at least 7 personalized pitches a month to established media outlets and follow up for coverage

Access: Our Seen + Paid accelerator

PRIMETIME

EVERYTHING IN PERFECT PITCH plus . . .

Interview: Our award-winning journalism team will capture your voice and update your bio and talking points

Send: Press release to at least 500 targeted journalists (every 3 to 6 months based on news)

Forecast: Monthly forecast of upcoming opportunities

Content: Engaging posts that illustrate your authority for your social channels

PREMIUM

EVERYTHING IN PERFECT PITCH and PRIMETIME plus . . .

Develop: Thought leadership articles created quarterly (a total of four - six yearly)

Training: Shine on every mic with media training and executive coaching

Guarantee: We'll pitch you until at least one feature per month of our time together

**GET IT
ALL!**

Past Clients + Partners

FORTUNE

CNN

Forbes

Money

GOOD MORNING AMERICA

BUSINESS INSIDER

Disney

macy's

TAKE THE LEAD[®]



bumble CHASE

NOVARTIS

AARP[®]

LinkedIn

Dove



National Urban League



CENTERS FOR DISEASE CONTROL AND PREVENTION

Uber

THE MEET GROUP

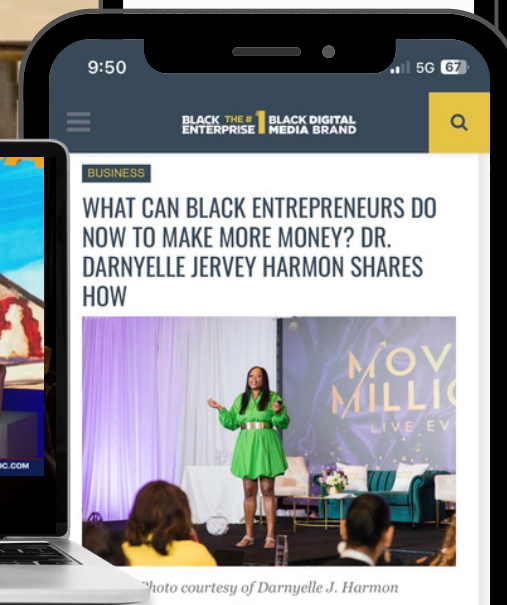
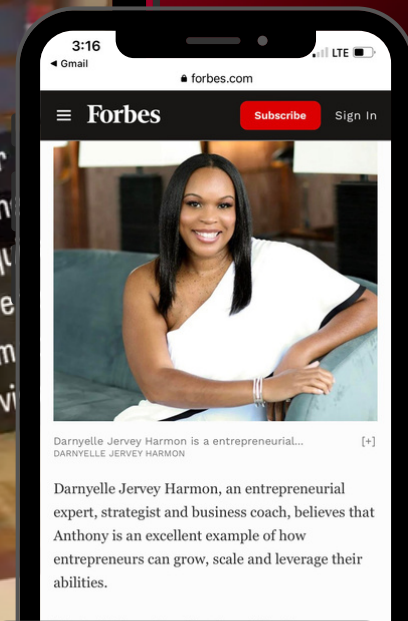
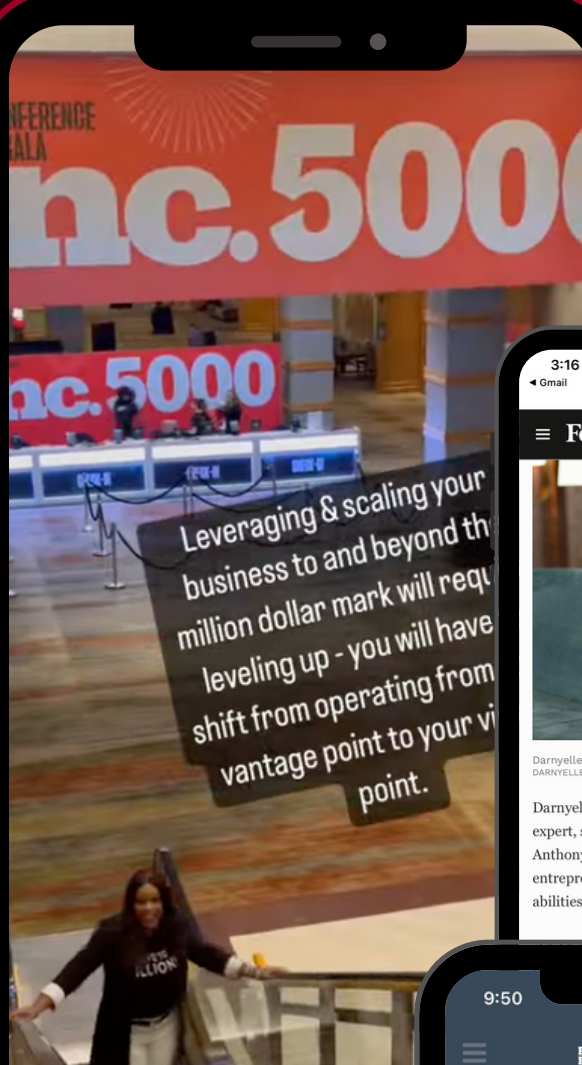
Client Success

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

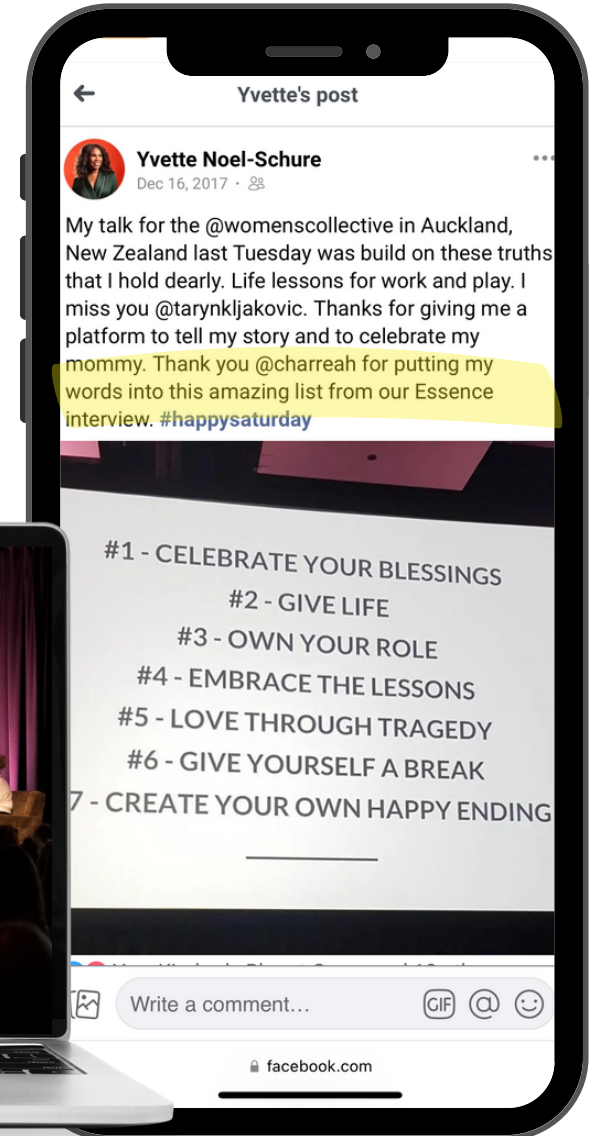
- Over nine months, we pitched and secured national media including Forbes, Black Enterprise, Yahoo and Fox5 DC
 - Her interviews were shown to an audience of **400 million people and a \$4.5 million advertising value**, according to MuckRack
- Our CEO Charreah provided on-site media support for Darnyelle 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



Our Strategies in Action

Authority Story: Signature Message

Charreah used our Authority Story strategy to interview and write a profile on Yvette Noel-Schure, acclaimed and impactful publicist whose clients have included Beyonce, Prince, John Legend and more. Yvette flipped her Authority Story to a keynote during her first time in New Zealand.



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



"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
CEO + Global Speaker

Next Steps

We hope you will consider us for your visibility, content and public relation needs.

IT'S YOUR TURN TO MAKE MORE IMPACT +
BOOK MORE MICS!

[<< Click here to schedule
a call with Charreah >>](#)

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