

jasmine *le*evans

Public Speaking & Facilitation Experience





hello new friend,

Thank you for considering me as a speaker/facilitator for your upcoming event. I never take any opportunity to stand before a group and educate lightly, so I pray the seriousness of my gratitude resonates.

The quote, *"Life isn't about finding yourself. Life is about creating yourself"* by George Bernard Shaw is one of my mantras. I feel my **sole** purpose on this planet is to help individuals show up as the best versions of themselves by packaging their personal experiences and professional offerings to further their bottom line and overall quality of life by positively influencing their personal, academic, professional growth, workplace wellness, and individual successes.

Equip with more than a decade of professional experience and a lifetime of both practical and impractical instances, I have found that my brutally honest delivery and interactive style captivates even the most stoic and skeptical of audiences. With this delicate balance of relatable realness and accountability, I deliver conversational messages packed with truth, relatability, and verbal imagery that appeal to everyone. Adults across all industries, spanning the mailroom, the boardroom, and youth in their most transitional years will be entertained by the humorous (yet still relevant) anecdotes and real-life advice.

Upon reviewing the following pages, it is my hope that you confidently consider me for your next engagement, and the information presented will solidify your selection. I will be happy to respond to any questions you may have and can be reached at jasmine@jdepr.com or 314.853.9957.

Thank you again for your time, attention, and consideration, and I look forward to hearing from you soon.

Be Blessed and Brand Boldly,

Jasmine Evans

jasmine's brand snapshot

who, what and why

Jasmine D. Evans, Strategic Communications Consultant and Speaker located in St. Louis, Missouri

Strategic Branding, Marketing, Communications and Creative Services to Nonprofits & Entrepreneurs

Passionate about the way individuals and entities talk about themselves and have committed my entire educational and professional tenure to this charge.

Help traditionally marginalized groups (and those that support them) boldly define their personal/professional brands using traditional marketing and PR methods and strategies

key messages

Believer, Black Woman, Daughter, Lover of Words + Wit

Award-winning, Marketing, Communications, Public Relations Consultant And Educator

Believe in taking up meaningful space and taking no sh**

Youth + Adult Educator and Public Speaker

Strategic Branding, Marketing, Communications and Creative Services – Nonprofits & Entrepreneurs

Traditionally marginalized women and youth should be empowered by their brands to move through the world with the authority of white men.

previous clients



NONPROFIT
MARKETERS
NETWORK - STL

RUNG
FOR WOMEN



navigate
sti
schools



St. Louis
atholic Academy



GenerateHealth



ST. LOUIS GRADUATES



Jamaa
Birth Village

W Y M A N

Transforming Teens. Changing Communities.

MISSOURI
SCHOLARSHIP & LOAN
FOUNDATION

Jasmine D. Evans is an award-winning, Public Relations Strategist, Educator & Creative from St. Louis, Missouri. In 2019 after nearly ten years in nonprofit marketing, she launched Jasmine D. Evans Public Relations (JDEPR) full-time, the part-time freelance business she began in 2014.

Passionate about brand development, crafting compelling stories without victimization, and helping women and minorities boldly define their narratives, today JDEPR specializes in strategy, brand development, and storytelling - supporting various entrepreneurs and nonprofit organizations. In 2020 she wrote, hosted, and executive produced the Degrees with Less Debt Video Series, the qualitative companion to the Degrees with Less Debt report commissioned by St. Louis Graduates.

An educator of both youth and adults, Jasmine works as a professional teacher, host, and facilitator, applying her extensive background in business, marketing, communications, and public relations to help audiences achieve lasting success inside and outside the classroom. She has worked as an adjunct professor at Lindenwood University and currently serves as an enrichment educator for the Archdiocese of St. Louis.

Dual degreed in communications, Jasmine holds a bachelor's degree in Mass Communications, with an emphasis in Public Relations from Southeast Missouri State University, and a Master's Degree in Communications, with an emphasis on training and development from Lindenwood University, dedicating her coursework to personal and professional branding.

In 2017 Jasmine was named to Delux Magazine's 30 Under 30 Class and honored for her lifetime commitment to marketing and public relations by the Black Women's Network. She is a graduate of FOCUS St. Louis' Emerging Leaders Program and a member of Delta Sigma Theta Sorority Inc.

A proud cultivator and connector, Jasmine believes that "Life isn't about finding yourself, but about creating yourself." Her mission is to help people become the absolute best versions of themselves," and she has dedicated her entire life to helping those around her do just that.



topics of discussion

As a host and facilitator of various events, programs, and conferences I speak to audiences on a variety of personal and professional topics with the goal of imparting ideas and enthusiasm, inspiring listeners to make improvements in their lives, or to change professional habits and strategies.

Topics include (but not limited) to:

Advocacy

Age Diversity in the Workplace

Digital Citizenship | Social Media

Employee Engagement

Executive Presence

Executive Presence

Intentional Networking

Interpersonal Communications

Leadership & Teambuilding

Organization & Study Skills

Organizational Communication

Personal Branding

Principals of Advertising

Professional Branding

Promotion Management

Public Relations & Promotions

Public Speaking

Social Media Safety (Youth & Adults)



recent opportunities

November 2021

Saint Louis Black Fashion Week + ConnectHer

Queen Talk Panelist - Personal & Professional Branding

October 2021

Nonprofit Marketers STL - Spectrum Annual Conference

Featured Speaker: Nonprofit Social Media Strategies for Optimal Engagement

Generate Health - Standing Up for Black Mothers & Babies Annual Awards

Fund - A - Need Auction Host & Event Branding Graphic Design Sponsor

August 2021

Packing Your Online Branding Briefcase

Rung for Women - Inaugural Cohort

Real Talk About Real Stuff: Racial Bias Workshop

St. Louis Metropolitan Police Department

*Contracted by Drake Consulting:
Design, Construction & Facilitation*

July 2021

Building Your Personal Board of Directors

Cyber Survival: Social Media Branding & Safety

Middle & High School Students - Higher Education Consortium TRIO Educational Opportunity Centers

June 2021

Transitioning Your Social Media Presence to Adulthood

High School Students

Wyman Leaders Summer Bridge

Effective Nonprofit Communications

Presentation & Audit Workbook

Deaconess Foundation Executive Director Retreat (15+ Directors)

May 2021

Leadership Communication & Media Training

St. Louis Graduates, Executive Leadership Team

degrees with less debt

Client: St. Louis Graduates

St. Louis Graduates released *Degrees with Less Debt: Postsecondary Strategies that Enhance Low-income and Black Student Success*, a report identifying what colleges and universities are doing to support low-income students and Black students to graduate with less debt.

Along with the release of the report is the video series *Degrees with Less Debt*. It focuses on the barriers facing low-income students and Black students and what colleges and universities can do to create a higher educational system that supports these students. The series includes interviews with administrators and students as well as community partners.

Each premiere of the series is accompanied by a Twitter Chat to foster discussion of key issues raised during the episodes.

Services: Creator, Writer, Executive Producer & Host



"I started working with Jasmine after I came across her impressive brand work for one of her other clients. Before working with her, I struggled with separating my brands and creating a clear definition of what each one represented. I sat down with Jasmine in January 2019 and within our initial meeting she helped me see the light at the end of the tunnel. I signed on as her client before leaving the meeting. During our time together, she has worked nonstop to define all three of my brands, effectively preparing me for global interviews and engagements and strategizing the future of my business and brands.

As a client, I can be very indecisive about my brand, but Jasmine has been patient and helped me work through those kinks without allowing me to remain stagnant in my growth. Jasmine thinks outside of the box, she has the ability to take your idea and turn it into a reality in a matter of days without ever losing your vision or your voice. Jasmine is very great at what she does, and she has continued to impress me well beyond our initial encounter"

Dasha Kennedy, Founder – The Broke Black Girl

"The best part of working with jasmine is the creative energy she brings to our work. Her innovative idea for a video series brought our research to life, amplified by an integrated communications strategy. Jasmine has brought a "wow factor" to St. Louis graduates!"

Laura Winter, Executive Director - St. Louis Graduates

"[she] was a great speaker, she was so passionate, and you can tell she really knew her stuff. She was fun to listen to."

"I enjoyed her energetic style and her balance of data and humor. She was engaging and motivating."

Event Attendees, Nonprofit Marketers Network- STL Spectrum Annual Conference

"Jasmine has made a positive impact on our scholars at St. Louis catholic academy. The classes she offers such as: organizational skills, social media, and leadership have given our scholars the confidence to stand in a room with anyone on any level and advocate for themselves, which is a great attribute going into high school from grade school.

Her energy and passion for her program has really captured the student's attention as they look forward to every class session because the topic, she touches on is very relatable to their reality.

Jasmine does an excellent job building relationships with the scholars and going above and beyond for them. We look forward to having jasmine back every year as part of our academy curriculum, as the qualities of her programs go a long way with our scholars."

Joslyn Sandford, Graduate Support/Academy Director - St. Louis Catholic Academy

"Without fully knowing what I wanted to get my degree in. By the time I made it to the cluster you taught I had already identified communications as my gift, but I lacked the confidence, belief in my abilities, and guidance needed in order to step into the next phase of my career.

You didn't just teach advertising, promotions, and PR... You taught me how to market myself to get the job that I want. And the result of that was, not even three months of being out of your classes, I got a job in marketing before finishing my degree! You challenged me to find my purpose and even now, as I sit in this office doing something I never imagined myself doing, I still apply the things you taught me and that has allowed me the opportunity to do more of what I want to do here vs what they want me to do and I attribute that to you and what you taught me.

For anyone who may read this before or after taking a class from you, the process jasmine has you go through may be uncomfortable (as it was for me), but if you do the work, then apply it to your life it will work. Thank you, professor."

Afi Jones, Former Student, Lindenwood University

every brand has a story to tell
let's get to work

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