



# Branding Chicks™

Strategy | Brand Development | Design | Marketing

www.brandingchicks.com • phone: 404.840.0078 • email: nakita@brandingchicks.com



**NAKITA M. POPE**

Chief Chick & Brand Strategist

## WHAT IS BRANDING CHICKS?

Branding Chicks is a boutique branding studio based in Atlanta, GA, that specializes in marketing and strategy for small businesses. With a unique skill set to boost women-owned businesses and female-centric brands, we collaborate with our clients on every level ranging from consulting, brand strategy, marketing, and graphic design. We help chicks make their dreams come true!

## WHO IS THE CHIEF CHICK?

Nakita M. Pope is an award-winning, patent-holding, creative brain who values service to others and Chief Chick at Branding Chicks. She's earned the honors of speaking on the Growing Your Grassroots Idea panel with the former Senior Executive Editor for Black Enterprise Magazine at the Dream Project Symposium - headlined by Daymon John of Shark Tank.

Her passion for brand strategy is evident through her teaching at the Creative Circus (one of the top-rated advertising portfolio schools in the U.S.). Undergrad and graduate degrees in Graphic Design and a wealth of professional experience have well prepared Nakita for the visual aspect of what she does. While 16 years of experiences in the marketing and advertising industry has nurtured the practical side of brand strategy.

## TOPICS INCLUDE

- Branding Is Like Dating: How to Woo Your Customers
- Stiletto Strategy: Building Your Fearless Personal Brand
- Visual Storytelling / Storybranding
- Branding In Social Media
- Women in Branding / Women & Branding
- Empathy Design & Advertising: The Beauty in Human Truths
- Branding & Marketing for Non-Profits: Campaigns with Heart
- Branding for Bloggers
- The Creative Team of the Future

## SOCIAL MEDIA PRESENCE

Facebook: @brandingchicks

Twitter: @brandingchicks

Instagram: @realbrandingchicks / @nakitaprocks

LinkedIn: www.linkedin.com/in/nakitapope

YouTube Channel: Branding Chicks

## KUDOS

"Nakita is an excellent creative professional, full of unique ideas and innovative solutions to branding challenges for small business owners. She's especially good at having you get the big picture of your branding, while as an owner, you might be focused on just one aspect (like the logo), and really educating you about your online presence and message. I've thoroughly enjoyed working with her!"

~ Melissa Moore, Strike A Match Modern Match Holders

## SPEAKING HIGHLIGHTS

*Branding, Advertising Strategy & Graphic Design Professor*  
2008 - Present The Creative Circus - Atlanta, GA

*Branding Is Like Dating: How to Woo Your Customers*  
October 2015 Womanpreneur15 - Phoenix, AZ  
October 2015 Femprofessionals Atlanta - Atlanta, GA  
February 2016 72 Hours of Power - Ellicott City, MD  
January 2017 NEX Atlanta - Atlanta, GA

*Building A Successful and Authentic Personal Brand*  
January 2016 Clayton State University College of Business - Atlanta, GA

*Empathy in Advertising*  
September 2016 BBDO Atlanta - Atlanta, GA

*Branding Small Businesses in the Digital Space*  
September 2016 Small Biz Digital Marketing Accelerator - Atlanta, GA

*The Role of the Creative in Advertising & PR*  
March 2017 - University of Georgia's AdPR Academy - Atlanta, GA

*Branding for Creatives: Living a Life of Leverage, Keynote*  
Oct. 2018 Phoenix Design Week Beyond Design Conference - Phoenix, AZ

*Empathy in Design: The Beauty of Human Truths*  
March 2019 - World Information Architecture Day - Atlanta, GA

*Branding & Marketing for Non-Profits: Campaigns with Heart*  
March 2019 - World Information Architecture Day - Atlanta, GA