

# The Healing Power of Storytelling

Jamil Perez

Entrepreneur | Videographer  
| Consultant | Speaker





Owner of Beyond Words Productions, Jamie Perez is dedicated to showing people

## the power of storytelling.

Jamie Perez is an award-winning former TV news reporter turned Emmy-nominated video storyteller, entrepreneur, and speaker. After overcoming years of personal adversity—including emotional abuse, financial hardship, and starting over in a new state with nothing but her vision—Jamie built a thriving business from the ground up. Now, she helps mission-driven brands tell stories that move hearts and drive action. Jamie speaks with raw honesty, emotional depth, and magnetic presence about how the hardest chapters of her life became the foundation for her purpose—and how others can turn their pain into something meaningful, too.

## Awards and Certifications

- DBE Certified (CalTrans)
- WOSB Certified (SBA)
- MBE Certified (Supplier ClearingHouse)
- WBE Certified (Supplier ClearingHouse)
- Small Business (Micro) Certified (DGS)
- WBE + MBE Certified (WI DOA + City of Madison)
- UAV Drone Pilot Certified (FAA)

2022 Young Athena Nominee

2022 Do Good Wisconsin  
Business Impact Award

2023 BBB Spark Award

2024 IB Magazine Executive  
Choice Award - Bronze

2025 NAWBO OWL  
Achievement Against All Odds  
Award



## Speaker Topics

**Made for This: Turn Your Pain Into Purpose** - Storytelling for resiliency, identity and impact.

**Beyond Words: The Power of Story** - Techniques for creating impactful video content and mastering the on camera interviews

**From Rock Bottom to Beyond Words: How I Turned My Life Into My Brand** -

Jamie's unconventional journey into being her own boss.



## Speaker Insight

Jamie Perez is a gifted speaker who has taken the stage for multiple events and organizations, leading conversations on empathy, entrepreneurship, videography, storytelling, business development, and sharing her own journey of resilience that led her to the path she's on today. From former TV news reporter to videographer and business owner, Jamie has quite the story of her own.

When speaking to crowds, Jamie's path of resilience simply wows audiences and shows people how to turn their pain into their purpose, their losses into their lessons, their failures into fuel, and their traumas into trophies through the power of storytelling.

Through her dynamic and relatable presentations, Jamie speaks to audiences with conviction and intention, drawing out the emotion in the room to connect with everyone, and show everyone else how to better connect to their target audience.

Jamie is a sought-after entrepreneur and speaker and has spoken in front of both large and small audiences.





## Suggested Topics

The types of videos + stories all business owners should be doing

Personal development in entrepreneurship + building resiliency

The power of storytelling

Mindset and emotional strength

Purpose-driven entrepreneurship

## Suggested Questions

What skills did you transfer from being a TV news reporter to being an entrepreneur?

What's one practical storytelling tip that anyone listening could implement today—whether they're on video or not?

What advice would you give to someone who feels stuck or behind in life or business?

How did you grow your business to earn six figures in the first year and consistently thereafter?

How do you learn to be more comfortable on camera?

How do you keep getting up and showing up after all these obstacles that keep most people down?





### **Turning Pain Into Purpose: The Resilient Path to Meaningful Work**

A powerful keynote on how life's hardest moments can fuel the most impactful missions—and how to use your personal story as the foundation for a business or brand that truly matters.

### **Untraditional, Unstoppable: Building a Business When Nothing Goes According to Plan**

Jamie shares her real, raw journey from emotional and financial rock bottom to running a successful storytelling company—offering honest lessons on grit, reinvention, and trusting your voice.

### **The Story That Sells: How to Turn Your Mission Into a Message That Moves People**

A must-hear for nonprofits, entrepreneurs, and founders who want to connect on a deeper level with their audience through authentic storytelling that drives action, not just attention.

### **Beyond the Scroll: Using Video to Be Seen, Understood, and Remembered**

In a world of noise and content overload, Jamie teaches the strategy and soul behind video storytelling that actually resonates—and the key elements every business needs to stand out and be felt.

### **Show Your Heart, Grow Your Impact: Why Emotional Storytelling is the Most Powerful Business Tool You're Not Using Enough**

A passionate talk about the science, psychology, and soul behind emotionally intelligent marketing—and how showing your why through story can grow revenue, trust, and community.



Spoken to  
Audiences  
Like...

- Madison Area Business Consultants
- American Family Insurance DreamBank
- StartupGrind Sacramento
- Midwest Mujeres
- Association of Fundraising Professionals
- She Stands Tall Milwaukee
- Uplevel Coworking
- California Capital Financial Development Corporation
- Women's Business Center Sacramento
- Placer Women's Network
- California Capital Women's Business Center
- Impact Foundry
- Association of Fundraising Professionals
- First Citizens Bank
- Junior Achievement

What  
People Say

Video Testimonials:

<https://youtube.com/Nac1Dag-Y-Yao>  
<https://youtube.com/ihYaiTgTUs8>

*"Jamie is an expert in video storytelling. I attended her workshop on May 7th at Uplevel Coworking and walked away with so many useful tips and strategies. Jamie is relatable, knowledgeable, and passionate about her craft."*

*Jazmynn Appleton,  
Center for Black Women*

*"Jamie creates an environment where learning digital media is easier to digest. You'll walk away with solid steps to push your brand or organization."*

*Ahleea Zama, Madison  
Youth Arts*

*"As a local business focused on social media marketing, I find great value in Jamie's knowledge and experience. She provides real, actionable education."*

*Andrew Scully,  
Slumberland Furniture*



# Connect with Jamie

✉ Email:

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📱 Social Media:

Instagram: [\\_beyondwordsproductionsllc](https://www.instagram.com/_beyondwordsproductionsllc)

Facebook: [\\_beyondwordsproductions](https://www.facebook.com/_beyondwordsproductions)

YouTube: [Beyond Words Productions](https://www.youtube.com/BeyondWordsProductions)

LinkedIn: [Jamie Perez \(Beyond Words Productions\)](#)

***Bring Jamie to your stage to reveal the truth behind resilience, the power of storytelling, and how our most untraditional paths often lead to our greatest purpose."***

***Your audience will walk away not just inspired, but transformed. Her story gives others the courage to tell theirs, and the tools to make it matter.***