



Branding Chicks™

Strategy | Brand Development | Design | Marketing

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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: How to Build Your Personal Brand
- Visual Storytelling / Storybranding
- Branding In Social Media
- Women in Branding / Women & Branding
- Empathy in Advertising
- Branding for Bloggers

SOCIAL MEDIA PRESENCE

Facebook: www.brandingchicks.com/brandingchicks
Twitter: www.twitter.com/brandingchicks
Instagram: www.instagram.com/realbrandingchicks
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

Content & Crayons: The Art of Visual Storytelling
May 2015 Public Relations Society of America Georgia Conference

Personal Branding for the Young Woman
July 2015 Atlanta GLOW Leadership Incubator Program

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

How to Make a Profit When You're A One-Woman Show, Panelist
November 2015 Judge Penny's SisterTalk Women's Empowerment Conf

Topic: Building A Successful and Authentic Personal Brand
January 2016 Clayton State University College of Business

Topic: Empathy in Advertising
September 2016 BBDO Atlanta