



Media Kit 2022

# Dr. Aerial Ellis

## About me

Dr. Aerial Ellis is a sought-after speaker, consultant and coach for her ability to transform culture, improve diversity, enhance communication, navigate change, build community and drive innovation.

 **10.7K+**  
FOLLOWERS

 **4.5K+**  
FOLLOWERS

 **6K+**  
FOLLOWERS

 **90K+**  
LISTENERS

 **570+**  
FOLLOWERS

[www.aerialellis.com](http://www.aerialellis.com)



## Who is Dr. Aerial Ellis?

- *A diversity/equity/inclusion (DEI) expert leading clients to include Microsoft, AIG, Asurion, General Board of Higher Education Ministry, Association of Public and Land-Grant Universities, Internet Corporation of Assigned Names and Numbers, Tennessee Department of Education,, Disability Rights Tennessee, University of Alabama, Iowa Hospital Association, General Services Administration, among others.*
- *A researcher and educator with a lens for leaders and their intercultural competencies; leadership development work includes Society for Human Resource Management, National Coalition of 100 Black Women, Junior League, Tennessee Bar Association, US Army Corps of Engineers, Association of Fundraising Professionals, Vanderbilt University, Women's Foundation of Memphis, among others.*
- *A communications leader; two-time PR agency owner accomplished in change management, cultural competency, human resources, diversity/equity/inclusion, public relations and brand development.*
- *A graduate of the Global Executive Doctor of Education program at the University of Southern California; ranked among top 10 graduate schools of education in the U.S.*
- *A certification in workforce diversity and inclusion program from UCLA and the National Organization for Workforce Diversity.*
- *A Memphis native, holds a bachelor's degree from Tennessee State University and master's degree from Middle Tennessee State University - both in communication/journalism.*



# Leader/Philanthropist

- *Led in the role as President of the Public Relations Society of America (PRSA) Foundation Board of Trustees - a national 501c organization aimed at diversifying the public relations industry through scholarships and awards for college students and young professionals; raised more than \$100,000 in support of diversity and inclusion initiatives in the public relations industry.*
- *Served on the board of directors for Delta Dental of Tennessee and the Delta Dental of Tennessee Foundation - the first African-American woman and youngest person to be appointed to their corporate board.*
- *Co-founded of the Nashville Women of Color in Communications Network; ambassador for St. Jude.*



# Author / Speaker

- *Became in demand with audiences facing intergenerational and multicultural challenges seeking to navigate differences and maximize productivity with five generations at work and racial/ethnic identity as cultural capital to include Starbucks, Amazon and Microsoft.*
- *Wrote thought leadership book, *The Original Millennial*, highlighting six defining lessons of leadership for millennials and accompanied by a professional development curriculum for millennial leaders facilitated in organizations across the country.*
- *Launched a women's ministry and a podcast focused on spiritual excellence; speaks at churches and conferences across the country; currently pursuing a Certificate of Biblical Studies from Fuller Theological Seminary.*



PEPPERDINE  
UNIVERSITY

Women of  
INFLUENCE  
NASHVILLE BUSINESS JOURNAL

NASHVILLE  
BUSINESS JOURNAL  
40  
under  
40

amazon

Microsoft

National  
Urban League

TEACH FOR  
AMERICA



# Entrepreneur/Consultant

- *Launched first PR firm at age 22; created a second PR firm through a merger; led teams that developed award-winning campaigns in media relations, social media, and brand development serving clients such as Procter & Gamble, NAACP, and the National Museum of African American Music.*
- *Received the Nashville Business Journal's 40 Under 40 and the Women of Influence "Trailblazer" awards; named Nashville's Top 30 Under 30.*
- *Pivoted from PR to diversity/equity/inclusion (DEI); launched Advisory 83 to lead and facilitate programs, strategies and initiatives on cultural competence, intercultural communication, and leadership development for organizations such as AIG, Johnson & Johnson, US Army Corps of Engineers, Learfield, American Bar Association, Society for Human Resource Management, Association of Public and Land Grant Universities, Disability Rights Tennessee, Vanderbilt University, Asurion, Jackson Life Insurance, NCAA.*



## Educator / Coach

- *Named Endowed Chair/Distinguished Professor at North Carolina Central University in 2022; taught for ten years as a professor at Lipscomb University in Nashville, TN; selected as a Fellow of the Plank Center for Leadership in Public Relations.*
- *Traveled globally to facilitate cross-cultural trainings in Nepal, Hong Kong and South Africa.*
- *Developed a coaching program for high-potential millennials seeking leverage on their journey to leadership; developed an intercultural competency program coaching executive leaders to improve their approach for DEI.*



# Career Highlights

- *Gained valuation at seven figures for third business 10 year after filing bankruptcy in 2007.*
- *Grew third business to 200% in revenue in 2020 during the pandemic; became the first black woman-owned business to be contracted at five global organizations.*
- *Designed and facilitated over 100 virtual DEI trainings and provided executive coaching for C-suite executives during the pandemic tackling the most challenging issues around racial equity during the death of George Floyd, Breonna Taylor, etc.*
- *Wrote a book to help millennials become more effective leaders; launched an eight-week corporate coaching program for millennial leaders.*
- *Launched My Village Votes in 2019, a market research firm that partners with advocacy, civic and non-profit organizations to improve consumer and civic engagement catered to the insights of communities of color.*
- *Established an online platform for women seeking to escape mediocrity and pursue excellence - includes podcast, coaching program, and book; gained more than 90,000 listeners for the Affirmations of Excellence podcast.*