



CAPABILITY STATEMENT

Q1 2021

PREPARED BY
CHINUA JOI IVEY, MA
FOUNDER & PRESIDENT

IVEY MEDIA AGENCY, LLC

CORE COMPETENCIES

Ivey Media Agency, LLC (IMA) is a minority, woman-owned public relations, media, and consulting business located in Metro Atlanta. Our specialty is threefold (1) defining the narratives of brands that desire to impact social change, (2) providing professional corporate communication deliverables and strategies, and (3) providing media outlets for underserved brands and causes. Whether we are empowering early-stage startups with the communication strategies they need to successfully launch or provide a fresh, new approach for established corporations, IMA's services help to increase brand awareness, inform, persuade, and even convey an organizational narrative.

Serving clients in multiple states and Washington, DC, our core belief is that every cause, person, or brand has a story, and every story can spark change. IMA also offers two initiatives that reinforce its' commitment to minority communities and their valued members - the IRIS Campaign for relationship violence awareness and prevention and the True Peace Campaign for crime victims. Ivey Media Agency, LLC is committed to providing Social Solutions through Storytelling.

KEY AREAS OF EXPERTISE

- Public/Media Relations
- Strategic Communication
- Campaign Management
- Brand Identity
- Digital Marketing
- Internal Communications
- Sponsor/Donor Relations
- Crisis Plans
- Non-fiction Developmental Editing
- Ghostwriting
- Public Speaking
- Consultations

IVEY MEDIA AGENCY, LLC

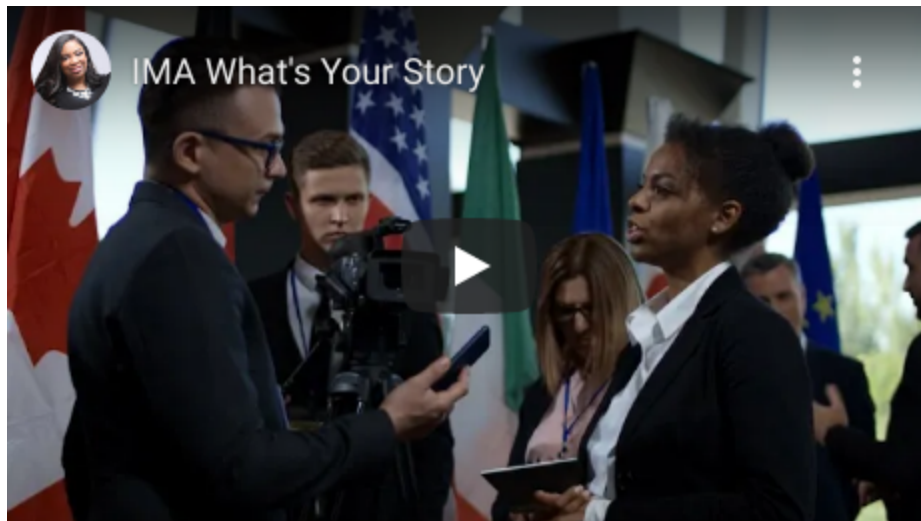
KEY DIFFERENTIATORS

"My passion for sharing stories began when I was a girl, in court, testifying against my abusers. It was then that I discovered the power of my voice - that people cared to hear my experiences and that my words mattered. It has since become my passion to raise awareness of narratives that often get overlooked. Amplifying stories through advocacy is my personal mission. We all deserve to be heard."

- Chinua Joi Ivey, MA

Founder & President, Ivey Media Agency, LLC

- IMA's unique selling proposition is our belief that "Every cause, person, or brand has a story and every story can spark change."
- We equip our clients - whether they are organizations or individual thought leaders - with the tools needed to increase brand awareness, influence target audiences, and strategically reach communication objectives.
- Through public relations tactics, IMA improves client reputation in the community, media, and marketplace.
- With every project or campaign, IMA clients expect and receive a well-defined brand identity and organizational narrative.



IVEY MEDIA AGENCY, LLC

PAST PERFORMANCE

As a communication practitioner, Chinua Joi Ivey's work experience includes federal and local government agencies, nonprofit organizations, thought leaders, and private-sector corporations. She continues to successfully manage print, radio, and digital campaigns that included local and international audiences. As a notable speaker, she headlined events from coast-to-coast. She tailors each message to the events' theme and speaks to the hearts of those in attendance with messages that tie-in advocacy and social responsibility. Previous projects and roles include:

- Roles: Communications Action Officer, Communications Manager, and Marketing Specialist
- Notable employers: nThrive, Comcast, IHG, Compassion International, and the Department of Defense
- Radio: Public/community affairs radio announcements and host
- Print: Published book series, former reporter for the PG Post newspaper, articles and interviews, directories, advertisements, newsletters, biographies, ghostwriting, scripts, and more
- Digital: University, hotel, sports, and multicultural campaigns; websites; thousands of corporate blogs
- Corporate Communications: Sponsor/donor relations, internal communications, operational communications, marketing, competitive research, and public relations
- Events: Lunch and Learns, Cable TV show promotions, seminars and workshops, fundraisers, team building events

EDUCATION

- 2020. American University, Master of Arts Degree in Strategic Communication
- 2011. University of Massachusetts - Lowell, Graduate Certificate in Domestic Violence Prevention
- 2004. University of Phoenix, Master of Arts Degree in Organizational Management
- 2002. Bethune-Cookman College, Bachelor of Arts Degree in Mass Communications/Speech Communication Interdisciplinary Studies



CHINUA JOI IVEY, MA

Biography



CHINUA JOI IVEY, MA

Chinua Joi Ivey, MA is a communications practitioner who focuses on engaging others through storytelling. She is passionate about the responsibility we all share in advocating for the health of the communities in which we live and serve. When asked about her 20+ year career in corporate communication and media, she explains, "Effective communication is an art form that can unify masses and encourage social change." Her vast communication experience includes print, radio, digital, public relations, and marketing. She has worked on assignments for federal and local government, nonprofit, and Fortune 500 companies.

As a victim of crime, she understands what it means to be voiceless. Chinua Joi Ivey's childhood home in Washington, DC was filled with intimate partner violence, child abuse, substance abuse, mental illness, and neglect. As a result, she became a ward of the court. She eventually aged out of the foster care system but she is careful to note that the love and support of two amazing foster families blessed her with security, stability, and most importantly, hope. While she was in court, testifying against her abusers, she realized the power of her voice - that people cared to hear her experiences. Since then, her personal mission is to amplify narratives that often get overlooked or ignored. She believes that "Every cause has a story and every story can spark change."

Mrs. Ivey has a Master of Arts Degree in Strategic Communication from American University (2020), a Graduate Certificate in Domestic Violence Prevention from the University of Massachusetts-Lowell (2011), a Master of Arts Degree in Organizational Management from the University of Phoenix (2004), and a Bachelor of Arts Degree in Mass Communications/Speech Communication from Bethune-Cookman College (2002). She is the Founder & President of Ivey Media Agency, LLC. As a committed advocate, she increases awareness of the risks and consequences of relationship violence through her non-fiction IRIS (Incredible Resilience and Inner Strength) Book Series, workshops, and more. Mrs. Ivey resides outside of Atlanta, Georgia with her husband. Together, they have a beautiful blended family.

IVEY MEDIA AGENCY, LLC

COMPANY DATA

Ivey Media Agency, LLC is a minority, woman-owned small business.

- DUNS: 117634663
- NAICS: 541820
- State: Georgia
- County: Paulding
- Paulding County Occupational Tax Certificate License Number: 18260
- Organizational Setting: PR Agency/Consultancy
- Business Type: Consulting
- Corporation Type: Domestic Limited Liability Company
- Primary Industries: Association/Nonprofit; Professional Services; Government
- Primary Specialization: Community Relations; Corporate Social Responsibility; Social Marketing; Business Development; Writer/Editor; Corporate Communications
- Accepts payments via Zelle, Square, Clientbooks invoices, Check
- Bank: Chase for Business
- Business Partners: Constant Contact, Fiverr Affiliates, The Writers' Tablet

CONTACT INFORMATION & COMMUNICATIONS

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- Website: IveyMediaAgency.com
- Mailing Address: P.O. Box 1296 Hiram, GA 30141
- Instagram, Pinterest, YouTube, and LinkedIn: @IveyMediaAgency
- Books available via Amazon Prime: IRIS Devotional and IRIS Diary
- Podcast: The Noteworthy Narrative (2021)
- Digital Magazine: Single Mom Love (2021)
- The Noteworthy Mini-Mag Collection



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