

MEDIA KIT
2024

phoenix
jackson

INGENUITY. STRATEGY. COMMUNICATIONS.

In a world where communication can bridge divides and education can transform lives, Phoenix Jackson stands as a beacon of resilience and empowerment. Phoenix has dedicated her life to harnessing the power of empathetic communication and strategic development to address some of the most pressing issues of our time.

Phoenix has dedicated her career to fostering self-actualization and social leadership. Through the vehicle, the Phoenix Affect, for 19 years, she has helped small business owners, non-profits, professional athletes, entertainers, authors, speakers, educational institutions, politicians, NGOs, and government entities achieve their desired business outcomes. Phoenix's work has earned her over 11 prestigious awards, including Barack Obama's Top 25 My Brother's Keeper Leaders, Denver's 40 Under 40, Denver's Ones to Watch, and most recently, Top Global 100 Under 40 MIPAD, in partnership with the United Nations.

Her calling to empower through education is evident in her extensive teaching and program development history. In 2012, she introduced women to the art of healing through her Dance to Live Health Initiative curriculum at the University of Denver's historic Colorado Women's College. She also developed and taught the "Bodily Change Paradigm," focusing on mental health, physical wellness, and personal social determinants of health. In the Jefferson Public School District, she delivered the "Fire Within" social entrepreneurship training, emphasizing mental health and youth suicide prevention.

As part of her board tenure at the former international mental health organization, the Carson J Spencer Foundation, in which one of Phoenix's keystone projects was the Working Minds and Man Therapy global men's mental health campaign (www.mantherapy.org), which she supported for 5 years as a MarCom consultant and 3 years as PR/Marketing board chair, reaching 4 countries on 3 continents and 8 US states.



In 2017, Phoenix was honored with the Barack Obama: My Brother's Keeper award in Denver, CO, for galvanizing over 1200 educators, administrators, and school district leaders around gender-segregated education and best practices for teaching boys. Her efforts through the Helping Boys Thrive Summit, driven by the Gurian Institute, significantly impacted Tampa Public Schools, Aurora Public Schools, and Denver Public Schools. Phoenix managed marketing, communications, event operations, and talent/speaker procurement while creating national messaging to activate educators across various cities.

Phoenix has also guest lectured at multiple universities, sharing her expertise in programmatic development and cultural communications in communities of color with undergraduate, Masters and PhD candidates from the Graduate School of Social Work at the University of Denver and the University of Colorado Denver. She has also spoken, or guest lectured at Vanderbilt, Georgia State University, Regis Jesuit University, and the Community College of Denver.

In 2020, Phoenix was appointed by the Mayor of Denver to co-lead the strategy and execution of the 2020 Census. With external fears at a peak during the election year, she co-lead the PR, Marketing, and Communications for the entire project across the city, touching every sector, in over 6 languages.

Her ever-growing list of clients includes Oprah's "All Time Favorite Guest," International Humanitarian Dr. Tererai Trent and the Tererai Trent International Foundation, Children's Hospital, Dr. Vincent Harding (Martin Luther King Jr's speechwriter and humanitarian), Denver Housing Authority, NFL Legend Champ Bailey, and the City of Gary, Indiana revitalization project.

Most recently, Phoenix was recognized among the top global 100 under 40 by MIPAD (Most Influential People of African Descent), in support of the International Decade for People of African Descent, proclaimed by the United Nations General Assembly resolution 68/237. This accolade celebrates high achievers of African descent in public and private sectors globally. Phoenix's aim with every project and idea is to move the human collective forward, ensuring a positive and impactful outcome for the communities being served.

“Every positive narrative is the difference between hope and despair in communities that are already teetering along the edge.”



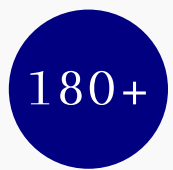
Phoenix Jackson
Chief Communications
Officer

Embracing Stillness in a
Time of Broken
Distractions:

This workshop will be centered around teaching the young women the power of individuality in an age of similarity. Images of likeness and a display of stats on how technology is a major distraction to their self-awareness will be the tools used to educate the students. This will be followed by a letting go technique and eye to eye.



IMPACT



CLIENTELE



STATES



COUNTRIES



CONTINENTS

Individuals:	20%
Non-Profits:	30%
Corporations:	45%
Government:	5%



AWARDS & HIGHLIGHTS



- *United Nations/MIPAD 2024- Top 100 Global Leaders 40 Under 40*
- *Co-Lead Chair, PR, Media & Marketing for 2020 Census, City of Denver*
- *Denver Business Journal, 40 Under 40 -2018*
- *I AM QUEEN Magazine Cover -2018*
- *Invisible Disabilities, Young Philanthropist Chair -2018*
- *Top 25 Leaders Barack Obama's My Brother's Keeper Initiative -2017*
- *TEDx Speaker for Cherry Creek Women -2016*
- *Emerge Colorado Graduate -2016*
- *Women Making History Award-CBWPA -2014*
- *Denver Business Journal "Making their Mark"-2014*
- *Working Minds Trainer Certification -2011*
- *QPR Certified Gatekeeper Trainer -2011*
- *Entrepreneur of the Year Award -DU -2008*
- *Finalists African Diaspora Marketplace -2008*
- *Community of Excellence Scholar -DU - 2006 -2008*

**this list is not exhaustive*



SOCIAL LINKS



[Phoenix Jackson - LinkedIn Profile](#)



PREVIOUS SPEAKING & TRAINING ENGAGEMENTS

- Ugwumba Center for Leadership Development in Africa - Nigeria
 - InnoPower Summit - Indiana
 - 2022 Sistas in Sales Summit - NYC
 - City & County of Denver, CO
 - TEDx Cherry Creek
 - City & County of Aurora, CO
 - Colorado Society of Association Executives
 - Denver Business Journal
 - Denver Start Up Week
 - University of Denver
 - Regis University
 - University of Colorado- Denver
 - Community College of Denver
 - Community College of Aurora Metropolitan State College of Denver
 - Women of Denver
 - Mentor Colorado
 - Extraordinary Women IGNITE
 - KIPP School Systems
 - I AM QUEEN Magazine- Miami, FL
 - WFAA8 -ABC -Dallas
 - Black Business Initiative
 - Colorado Cotillion -Beautillion
 - The Gurian Institute
 - Tampa Public Schools
 - Denver Public Schools
 - Women Creating Our Futures Summit
- *this list is not exhaustive



Phoenix lost the baby pictured here (stillbirth) during the height of COVID. This sparked her work with Children's Hospital and expanded her work with Tri County Health around Black women and infant mortality disparities.

VIDEO LINKS

- ▶ *TEDx Talk - Spirit of the Moment*
- ▶ *Phoenix Affect trailer*
- ▶ *Finding Healing Through Your Inner Child*
- ▶ *Begin With a Broken Heart - Mentor Colorado Keynote*



TRAINING SEMINARS

- **Public Relations 101: The Do's & Don'ts**

Let's explore the inside tract of what media professionals are seeking in a story. What is considered good news? What are the various types of media? What really works and where do you begin?

- **5 Keys for Winning with Your Organizational Communications**

Exploring the tactics and efforts that work in the workplace or within life as one communicates publicly or privately concerning a business brand.

- **Personal Branding for Corporate Leaders**

Are your seasoned leaders struggling with keeping up with the changing landscape of social media and all its growing and evolving platforms? Have you prepared your brand for that next larger role that you seek?

- **Multicultural Marketing Best Practices**

Is your organization exploring marketing and distribution to a specific demographic of the population - let's explore who they are, how they shop and how you can become a brand that fosters loyalty.

KEYNOTES

- **The 3 Phases of Human Existence & How to Navigate the Journey**

After 17+ years in business, Phoenix has not only helped to create other businesses and organizations, she has guided many leaders through their journey of self awareness and exploration. When people get "stuck" they are usually lost along the 3 phases of their journey. This talk gives them tools to identify where they are and to identify what they need to do next.

- **What is Work and What is the Future of Work for Gen Z?**

Clarifying talk on the future of work, what industries are going to be viable and how the pace of work will shift as the next generation forms their alignment with what work and purpose should be.

- **The Power of Social Impact in a Capital Age**

"The next wave of millionaires will be social entrepreneurs." A lively talk on the statistics around human focused endeavors and why they will be the "winning" enterprises in the future.

- **Why Centering Our Efforts on Youth Elevation is the Correct Move**

A fireside chat or keynote on why betting on the next generation to be inclusive, accepting and seeing each other as ONE will not only harness a better emotionally healthy world, but it will lead towards planetary wholeness.

- **Embracing Stillness in a Time of Broken Distractions**

Our digital world has connected and simultaneously disconnected humans today. Ridding our immediate space of daily distractions and embracing inner stillness will open the door to authentic communication and connection.

IN THE PRESS

Some logos are clickable to view articles and content.

Available for:

- Communications Expert (consulting and sharing expertise publicly)
- Keynote speaking
- Panel Discussions
- Podcast Interviews
- Television interviews



DENVER
BUSINESS JOURNAL

SiriusXM



THRIVE
GLOBAL

9NEWS

BuzzFeed



CBS
RADIO



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