

Shavonne Holton M.S.Ed.



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<https://www.shavonnes.com>

Summary

Experienced creative founder with a demonstrated history of working in the publishing industry. Skilled in Social Media, Training, Public Speaking, and Customer Service. Strong business development professional graduated from Midwest Universities.

Experience



Chief Creative Officer

VKS Collective

Oct 2020 - Present (8 months +)

Visionary and creative executive for VK Press, Ladies Night Lifestyles, and Strength In Om brands.



Creative Director

Strength In Om

May 2018 - Present (3 years 1 month +)

- Lead artistic, production, and marketing teams to promote health and wellness
- Write, schedule, and publicize blog content to cultivate Strength At Home
- Redefine wellness through product campaigns promoting body-type inclusivity
- Teach hatha, vinyasa, and restorative yoga for studios, corporations, and universities



Brand Marketing Manager

Ladies Night Lifestyles (formerly Ladies Night Empowerment)

May 2018 - Present (3 years 1 month +)

- Define brand identity and design physical products that align with company mission
- Host podcast series to humanize innovative brands tailored towards women
- Partner with beauty, fashion, and adventure brands for digital content creation
- Lead teams of artists, photographers, and vendors virtually for marketing campaigns



Book Publisher

VK Press

Oct 2016 - Present (4 years 8 months +)

- Curate the blog All Things Inspiration highlighting the works of artists & writers
- Host and coordinate literary events including book launches and workshops
- Publish books in electronic and physical formats for worldwide distribution
- Oversee the design and maintenance of website to optimize customer use

Education



Purdue University

Bachelor of Arts (B.A.), Theatre/Theater

2002 - 2006

Theatre



Indiana University Bloomington

Master's degree, Higher Education/Higher Education Administration

2012 - 2014

Higher Education & Student Affairs



CitYoga

200 Hour Yoga Teacher Training

2018 - 2018



Eleven Fifty Academy

Web Development

2021 - 2021

Licenses & Certifications



Yoga Instructor Certification - Level I - CITYOGA School of Yoga & Health



HIIT Certified Instructor - Core Health & Fitness

Skills

Community Outreach • Event Planning • Fundraising • Microsoft Office • Program Development •
Public Speaking • Volunteer Management • Higher Education • Customer Service • Nonprofits