Koreyelle
PRESS KIT

WHO'S THAT GIRL?

Koereyelle is...

a former educator who managed to turn her $32K teaching salary into a six-figure brand. As the Chief Experience Officer of WERKPraySlay-- an Annual 4-day empowerment weekend for women who are ready to win and Creator of the Get Money Gang, an Income Empowerment Coaching Program, she's determined to help other women realize their dreams and get paid their worth!

With a passion for women and pizazz for entrepreneurship, Koe authored two self-development books for women: WERK101: Get-Your-Life-Together Guide and her sophomore project which shares success secrets for fearless female entrepreneurs, hosts a weekly podcast show entitled Confessions of a WERKaholic and creates tribe-building travel experiences for women through her Busy at the Beach brand.

She's an International Speaker, award-winning entrepreneur and educator who's been featured nationally by Forbes, ESSENCE Magazine, The Huffington Post, The Tom Joyner Morning Show, XO Necole, Rolling Out, NBC, TV One, VH1, Bravo TV and more for her empowerment projects.

Koereyelle is on a mission to help women uncover their purpose, prioritize their life and profit from their passions. Her motto is, “You already have everything you need to get everything you want, you just have to WERK for it.”

BRANDS

WERKPRAYSLAY

A three-day empowerment experience for women who are ready to win.
Chief Experience Organizer

Results: Hosted over 500 women from 40 cities and 3 countries while providing thought-provoking content to help them crush their goals.

BUSY AT THE BEACH

A three-day girls getaway that inspires women to invest in self-care along their journey toward success.

Results: Curated travel experiences for over 200 women while providing opportunities to learn, grow, celebrate and excel.

CONFESSIONS OF A WERKAHOLIC

Confessions of a WERKaholic
An educational podcast that educates millennial women on the untold success secrets of fearless female entrepreneurs.

Results: Reaching over 50K women worldwide with empowering and engaging content.

HER TRIBE

93% WOMEN

AGE
24-34 (49%)
35-44 (44%)
45-54 (8%)
18-24 (6%)

RELATIONSHIP STATUS
SINGLE 61%
MARRIED 21%
IN A RELATIONSHIP 15%

EDUCATION
COLLEGE 67%
GRAD SCHOOL 20%
HIGH SCHOOL 13%

TOP CITIES
ATLANTA
CHICAGO
NYC

PODCAST
OVER 200K PLAYS
AVG 16K+ /MO

INSTAGRAM
OVER 70K
ACROSS BRANDS

PRESS & EVENTS

FEATURES

BLACKAMERICAWEB
FEARLESS MAGAZINE
ESSENCE MAGAZINE
JET MAGAZINE
SHEEN MAGAZINE
HUFFINGTON POST
THE SOURCE
ATLANTA BLACKSTAR
EXAMINER.COM
TOM JOYNER MORNING SHOW
ROLLING OUT
NBC
HUFFPOST WOMEN
XO NECOLE
BOSSIP
UPSCALE MAGAZINE
MADAME NOIRE
THE NETWORK JOURNAL
EGL
BLACK BRIDE
TV ONE
VH1
BRAVO TV
SISTER CIRCLE TV
INDUSTRY RULES MAGAZINE
HOLLYWOOD UNLOCKED
IMPACT MAGAZINE

INTERNATIONAL PRESS

THE JAMAICA GLEANER - JAMAICA

FEMME DE INFLUENCE - FRANCE

EVENTS & SPEAKING ENGAGEMENTS

•2016: The definition of WERK, EmPower Conference - Indianapolis, Indiana

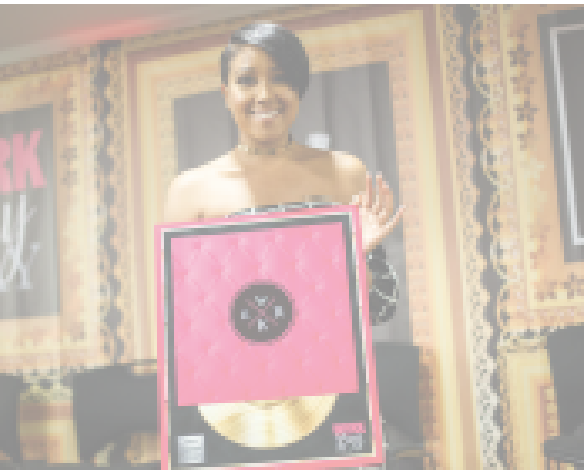
•2016: Money Alchemy, She Knows Now Summit - NY, NY

•2016: How to turn uncover your purpose + create a profit, Unapologetic Woman Retreat - Negril, Jamaica

•2016: How to create your dream team, The Bombshell Experience - Atlanta

2017: Panelist, Let's Talk About it Empowerment Luncheon - Los Angeles, CA

2017: Host, DreamHer Fest - Atlanta, GA



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The GIRL POWER

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