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# KEISHA HOWARD

## A GEEK OF ALL TRADES

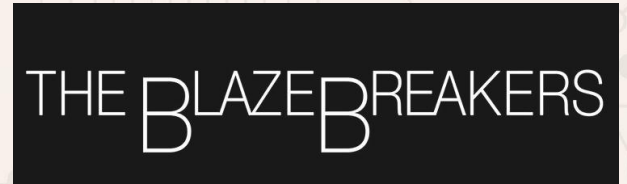


Keisha has been a video game enthusiast since childhood. Growing up "geeky" resulted in her developing interests that were very different from her peers on Chicago's South Side. Her psychology and communications studies at DePaul University lended her a deep understanding of consumer motivations. Her communications background and passion for business innovation led her to the Information Technology Industry, specifically social media, video games, and geek culture. After discovering that a considerable portion of the industry's consumer and professional demographics were not being represented, Keisha created Sugar Gamers. It began as an advocacy group for female consumers and professionals, but eventually blossomed into an organization that advocated for all demographics who were underserved or lacking representation, such as minorities and people from the LGBTQ+ community.

Keisha has had notable successes pursuing her interests in technology. Her frequent public speaking events resulted in Keisha giving her first Tedx Talk in 2016 on the numerous merits of gaming. Keisha's work has garnered national press and mainstream recognition, affording her national appearances on shows like Syfy Channel's Robot Combat League, personality work for Watch Mojo and ESPN's esports events, and allowing her to encounter pop culture icons like George Lucas, the creator of Star Wars, and Stan Lee, the chief architect of Marvel Comics. While her work with Sugar Gamers has taken her all over the country, Keisha has never lost sight of home. A native Chicagoan, Keisha strives to empower women and teens in Chicago as an event organizer, mentor and speaker, as well as operating a digital branding agency entitled *The BlazeBreakers*.

# AREAS OF EXPERTISE

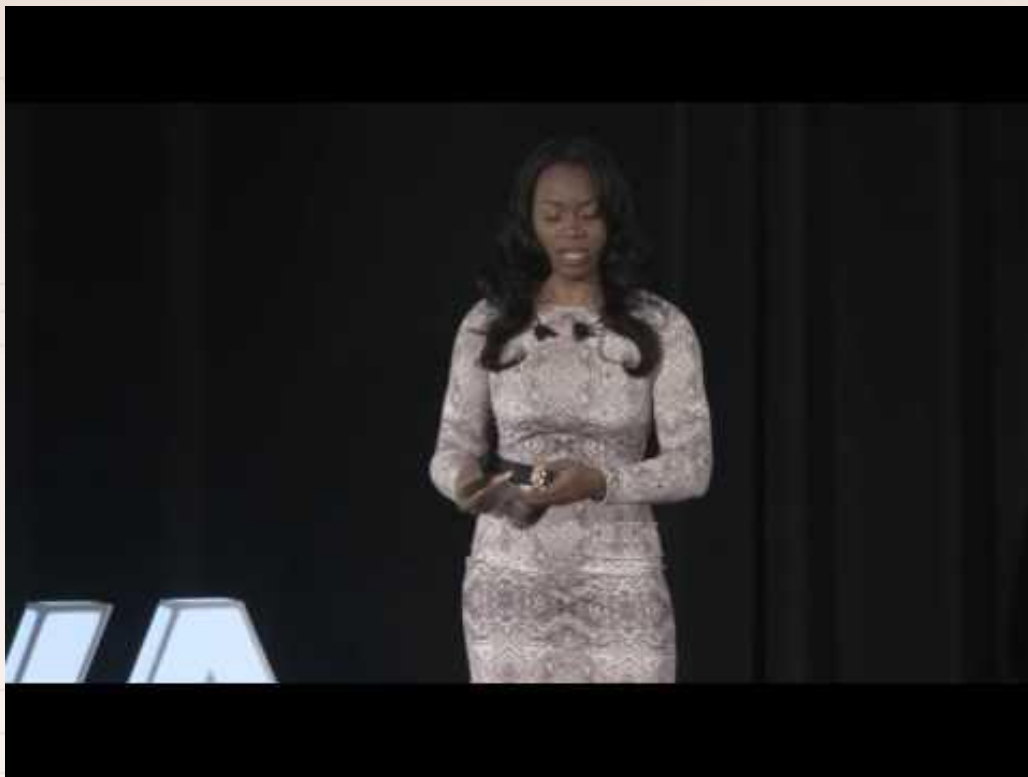
- Event creating, coordinating, and on-site management
- Motivational speaking and outreach workshop panelist
- Influencer/on-camera talent work and content creation
- Development of digital branding and marketing campaigns
- Researching relevant influencers and developing relationships
- Implementation of proactive problem solving strategies
- Genuine immersion in both Gamer and Tech Communities
- Understanding how affiliate and influencer programs work
- Developing inclusive initiatives for brand marketing strategies
- Researching relevant influencers and developing relationships
- Significant experience with phone and email communication
- Coordinating influencer content to align with marketing goals
- Traveling to meet influencers at cons, expos, and conferences
- Organizing & maintaining projects and content release calendar
- Social media/ community management for individuals & brands



# PUBLIC SPEAKING

Keisha Howard's unique message about innovation and her "create not complain" approach to inclusion has led her to become deeply immersed in the world of public speaking. Addressing large crowds didn't come easily for Keisha initially. However, after seeing the impact that a self-described "socially awkward" tech advocate could have on the lives of those who connected with her message, Keisha found a passion for sharing her experiences and knowledge in a public forum. Check out Keisha's first Tedx Talk entitled "Winning at Gaming."

"The quality of life we experience is in direct proportion to the quality of our thinking." - Keisha Howard



TAP TO PLAY VIDEO

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**KEISHA HOWARD**

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