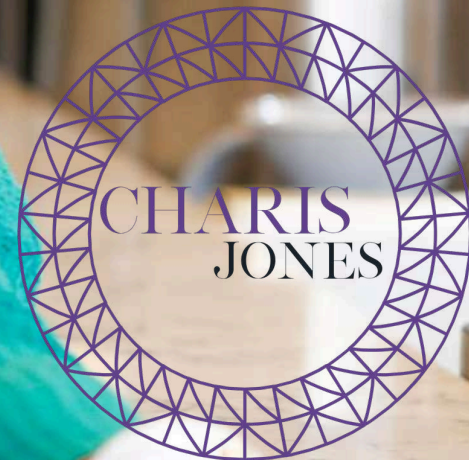


CHARIS JONES

AWARD WINNING
BUSINESS AND
FASHION
ENTREPRENEUR

MEDIA KIT





ABOUT *Charis*

She is an expert in turning customers into raving fans who buy. Charis Jones, owner of Sassy Jones, created an award-winning accessory brand deeply rooted in the belief of helping women feel undeniably confident about themselves. After ranking as a top sales professional for a Fortune 50 company, she left her corporate position to build her brand full time.

Today, Charis has grown Sassy Jones from a 6 figure brand to a multi-million dollar accessory brand in just 11 months by connecting with women through genius usage of technology, relationship building and stellar marketing strategies. She's earned countless awards for her entrepreneurial excellence such as NAWBO's Rising Star Award, Traffic, Sales & Profit Freedom Award and has spoken at conferences such as the Steve Harvey Act Like A Success

This Fortune 50 sales woman took her own company from 6 figures to a multi-million dollar accessories brand in just 11 months with her genius use of technology.

Conference. The Sassy Jones brand is proud to source all over the globe, partnering with women tribes to create many of our designs.

From handmade bracelets from Kenya to mosaic bags from India, Sassy Jones strongly believes in bringing

global creations from hands of woman artisans to the forefront. During her studies at Hampton University, she learned the importance of differentiation in the marketplace and building lasting customer relationships.

Charis has also been featured in national campaigns for Motorola, Strayer University, GEICO & AT&T. Undoubtedly, her favorite place in the world is on her couch with her husband and 3-year-old twin boys.

SOCIAL MEDIA *Power*

A FEW FACTS

- With her signature Sparkle Party every Wednesday live on facebook, she earns an average of \$20,000 for an hour of going live weekly on facebook.
- She has a 73% customer engagement rate
- Her team is 98% women-led with rave reviews from customers all over the world

f 90,058+
Instagram 50,710+

social SOCIAL MEDIA



● **853K**
@sassyjonesboutique



● **50,710**
@sassyjonesboutique



● **2071**
@ShopSassyJones



● **2,412**
@Sassy Jones TV

DEMOGRAPHIC

97% are women
 3% are men
 27% are women 25-34
 41% are women 35-44
 21% are women 45-54

instagram impressions weekly
 310,000+

ENGAGEMENT STATISTICS

● **397K** ● **35K**
Impressions per week *Weekly page views*

● **22K** ● **440K**
Page views per month on facebook *facebook page reach per month*

● **11K** ● **TOP 5 CITIES**
Average live viewership in 24 hrs of the SPARKLE PARTY
 Atlanta
 New York
 Richmond
 Washington DC
 Houston

COLLABORATION OPPORTUNITIES

- IG Takeover/IGTV Collaborations
- Product Placement
- Instagram posts
- Public Speaking
- Brand Ambassadorship
- Events and travel

collaboration



MEDIA *Features*

CHARIS AND HER BUSINESS HAVE BEEN FEATURED IN

ESSENCE

**Richmond
Times-Dispatch**

**BLACK
ENTERPRISE**

RADIANT
HEALTHY LIVING FOR TODAY'S AFRICAN WOMAN

**FASHION
BOMB***daily*

Richmond
magazine

Mogul Con
Powered by The PINpreneur Network™

**RISE.
TOGETHER**



SPEAKING Engagements

Charis Jones is available as a speaker for corporate, public and private events, as well as providing executive coaching and training on building a 7-figures e-commerce business

live events

SPEAKER HIGHLIGHTS

15-60 MINUTES

- | | |
|--|---------------|
| ● Pop Up Conference | November 2019 |
| ● RISE Conference | July 2019 |
| ● FWD Conference | June 2019 |
| ● Pop Up Conference | December 2018 |
| ● Game Plan Conference | November 2018 |
| ● Traffic, Sales & Profit | June 2018 |
| ● Spark + Hustle | April 2018 |
| ● Steve Harvey Act Like A Success Conference | April 2017 |
| ● Glow Up Conference | February 2017 |

talks/workshops

INDUSTRY EXPERTISE

TOPIC EXPERTISE

- Who do you think you are? The journey from self-doubt to multi-millions in 11 months
- The secret sauce to turning your clients into fanatical, raving fans.
- Community on fire: How to attract, grow and nurture your community profitably.
- Women's empowerment motivational. speaker.



CLICK PLAY TO WATCH HER SPEAKER REEL



CLICK PLAY TO WATCH HER STORY

AWARDS & Testimonials

**LAMAR TYLER, OWNER
OF BLACK AND
MARRIED WITH KIDS**



“Charis Jones is a game-changer that’s empowering and connecting with women unlike anything that I’ve ever seen before both online and in her new retail location in Richmond. Her community is on FIRE!”



**RACHEL HOLLIS
AUTHOR: GIRL, WASH
YOUR FACE**

“I literally do not know of anyone who gets the customer connection and how to build a lifestyle brand quite like you”

**HOLLYWOOD ACTRESS
KIM COLES**



“I’m so impressed with you and how you handle it all. You are such an inspiration.”



**NICOLE BROWN.
OWNER IZZY & LIV**

“This is a premium VIP experience, you are opening up your business for people to come inside your private personal space. They have the privilege of seeing how that runs behind the scenes!” (About the Sassy Success Academy)

AWARDS

Awards

- Ranking #187 Entrepreneur 360 **2019**
- National Association Women Business Owners Rising Star Award **2018**
- Traffic, Sales & Profit Freedom Award **2018**
- Mogul Of The Year Award **2018**
- Virginia Boutique Of The Year **2017**



MEDIA KIT

Contact



For Media & Publicity or to
book CHARIS JONES as a
Speaker, contact:

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