

# YETUNDE TAIWO-SHORTERS

PURPOSE/PERSONAL BRANDING COACH FOR WOMEN ENTREPRENEURS



*Where purpose-centered women hang out*

*#facts*

## ABOUT YETUNDE SHORTERS

- Born in Chicago, raised in Nigeria, West Africa
- Currently resides in Hollywood, Florida with husband Trabian Shorters and Twin daughters Tennin and Athena
- Received B.A. in Communications at Loyola University Chicago
- Certified Master Practitioner in NeuroLinguistic Programming (NLP). A Certified Life Coach, Social and Emotional Intelligence Coach and Motivational Coach
- Personal Branding and Public Relations Strategist
- Founder of ICY Public Relations, Afropolitan Chef and ICY ACADEMY
- Secured media for over 1,500 features for Grammy/Tony Award winning classical music and dance artists: Renee Fleming, Itzhak Perlman, Wynton Marsalis, Alvin Ailey American Dance Theatre, American Ballet Theatre and more
- International celebrities she represented reach over 100 million people yearly (Stephanie Okereke-Linus, DavidO) Publicist to 10 Amazon Bestselling Authors
- Creator of [yetundeshorters.com](http://yetundeshorters.com) where she offers strategies, tips, free-video series, how-to's industry insider information that helps women entrepreneurs use their purposeful brands to impact lives and earn profits confidently
- Creator of the online personal brand strategy program **ICY ACADEMY** that helps women entrepreneurs get crystal clear on their purpose and use their personal brand to impact thousands and earn money, using that purpose.
- Teaches a 5-weeks masterclass online called Purpose P.O.W.E.R Bootcamp that is an action based personal branding, public relations and marketing program that teaches women to grow the business of their personal brand confidently
- Over 700 entrepreneurs have taken her Purpose Breakthrough Session to get crystal clarity on their purpose and brand themselves
- Her Podcast *Step Up* shares ideas, how to's, principles on how to become the highest version of yourself, including interviews with today's purpose-centered women

*clients*

## PAST AND PRESENT CLIENTS INCLUDE:

- Philanthropist, Nollywood Director, Producer, Actress Stephanie Okereke Linus
- Sony Recording Artist and MTV Award winner DavidO
- Chris Neumann, Silicon Valley Entrepreneur, Co-Founder Data Hero
- Influencers: Pascale Rowe- MsBlingMiami, Eva Toby, Tolumide, FitKenyanGirl (Jane Mukami), Isoken
- Fashion Designers: Ella Brown, Adjanie Muller, Keva J, Aqua Di Lara, Studio D' Maxsi, Claudia Schulz Hats
- Award Winning Lifestyle magazine Radiant Health Magazine
- New York Times Bestselling Author, Clemantine Wamariya
- Women's International Film and Arts Festival

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**EMAIL:** HELLO@YETUNDESHORTERS.COM | **WEB:** WWW.YETUNDESHORTERS.COM