

Baton Rouge native, Letrece Griffin, is a highly lauded communications professional and community advocate who works extensively in a variety of media. She is the author of three books, an event curator, public speaker, and public relations specialist. She holds a Bachelor of Arts degree in Mass Communication from Loyola University, and a Master of Science degree in Entertainment Business from Full Sail University.

@TheLetreceG

WHO IS LETRECEG?

Baton Rouge native, Letrece Griffin, lights up every room she enters. With a flair for high fashion, bright colors, a golden smile, and a positive attitude, Griffin offers a welcoming sense of genuine openness and experience beyond her years. She is a mentor, a writer of many trades, and a marketing and branding expert who serves in a variety of roles, including a few independent ventures, passion projects, contracts, and a full-time career in marketing. Her latest role tags her as the Director of Storytelling and Cultural Activation for Cities United, a national organization with a mission to create safe, healthy, and hopeful communities for young Black men and boys where they are suited to not just survive, but thrive.

Griffin also previously served as the Chief of Communications for the East Baton Rouge Parish School System, the 2nd largest school system in Louisiana, and Columbus City Schools, the largest school district in Ohio. Previously, she has held the role of Marketing Manager for Knock Knock Children's Museum, where she was responsible for day-to-day operations, including developing and increasing awareness about programming, creative content, and managing an internship program for which she is lauded as bringing to the museum. A child at heart, she is also a part of the reason why adults have the special opportunity to attend the museum childfree and play during Grown-ups at Play – an idea she wholeheartedly supports and expertly markets to sell-out runs each time. Her innovative ideas, ability to dream big, and work hard have all been attributed to the museum's continued success.

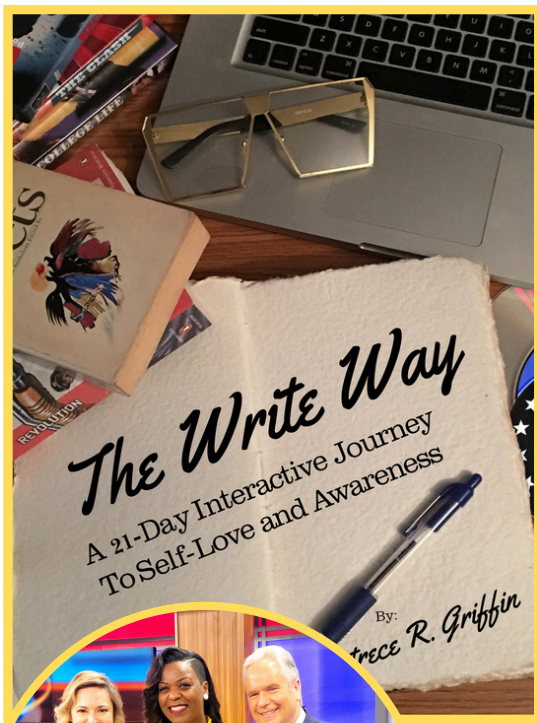
She also flexes her media muscle as an Executive Producer for Melanin3 Media. In this work, she has produced the documentaries "Shades of Her: A Commentary on Colorism" and "The Side Effect: The Kirt Thibodeaux Story," as well as music videos for PJ Morton and Michael Dixon. She has secured filming locations, cast dancers, interviewees, makeup artists, wardrobe specialists, set production/filming schedule, and hosted relevant events to complement projects, such as a run of free screenings and discussion groups for "Shades of Her," throughout East Baton Rouge Parish libraries. Griffin also serves at the Media Manager for her church, Friendship Chapel Baptist Church, where she designs all branding elements and operates all streaming capacities. She has also worked for three years as the Director of Operations for the IRAA Awards – a Baton Rouge-based awards ceremony weekend set to honor independent gospel artists. She's also lent her services as the public relations consultant for Southern University's Human Jukebox. She's also worked with notable artists such as Dee-1, Big Freedia, Jor'Dan Armstrong, and 112.

But Griffin's work doesn't stop there. In her spare time, she is a creative mastermind seeking to change the world one market at a time. She has certainly exceeded some pretty lofty goals and collected lots of accolades in the process. She has been featured in a variety of publications highlighting her work as an independent marketing and branding consultant and author, including [225], Canvas Rebel, Greater Baton Rouge Business Report, and The Rouge Collection. She has been an honoree, both nationally and locally, of several noteworthy awards, including Who's Who in Black Columbus (2023, Columbus, OH), Women Doing It Big (2022, Newark, NJ), Greater Baton Rouge Business Report 40 Under 40 (2019, Baton Rouge, LA), Woman of Wonder (2019, Houston, TX), which celebrates women in the southern region who excel in their respective fields; Baton Rouge Black Professionals 40 Under 40 (2015, Baton Rouge); Top Branding Experts on Twitter (2014, EC Branding); and Manager of the Year (2013, One Accord DJ Alliance), among countless other honors.

She is a member of Delta Sigma Theta Sorority, Inc., in which she has served as a Regional Leadership Team Member, Journalist for the Southwest Region, and volunteers through the sorority's many community efforts that advocate for mentorship, health and wellness, and social activism. Griffin is also a charter member of The National Coalition of 100 Black Women, Inc. – Metropolitan Baton Rouge Chapter, in which she served as Director of Publicity and Communications from 2016 to 2018. She has volunteered extensively in the civic organization's community efforts, including hurricane relief, and mentoring through the BR Grow Girls initiative – which was recognized by Essence Magazine in the summer of 2019. Outside of organizational volunteer work, Griffin has given of herself to Outstanding Mature Girlz – also recognized by Essence Magazine this past summer – where she has facilitated workshops on self-esteem and youth entrepreneurship at the program's annual conference. Griffin's other outreach efforts include assisting communities with food insecurity through Top Box Foods, venue and participant coordination for a concert to benefit It Takes a Village, and hosting a women's entrepreneur showcase for The Write Philosofher.

Griffin holds a Bachelor of Arts degree in Mass Communication from Loyola University and a Master of Science degree in Entertainment Business from Full Sail University. And while she is one busy woman, she always makes time to continue working towards the things she loves, which includes sharing her knowledge and experiences to help grow a giving and learning community. She is the author of two books, "The Write Way: A 21-Day Interactive Journey to Self-Love and Awareness" (2017) and "The G Code: 15 Keys to Successful Marketing & Branding" (2019), and one workbook, "The G Code Glow-Up: A Marketing & Branding Workbook" (2020). Her writing has been awarded both internationally and locally. Griffin's "G Code" book series was acknowledged as a 2022 Book Fest Award and International Boss Award "Book of the Year" winner and 2020 International Book Award finalist. She was also recognized as BR Parent Magazine's 2020 Favorite Local Author. Griffin is excited to experience continued growth, leadership training, opportunities, and invaluable experiences that she can extend to others.

AN AUTHOR


The Write Way
A 21-Day Interactive Journey
To Self-Love and Awareness
By:
LETRECE R. Griffin




COMMUNITY BOOK CENTER
More Than a Book Store
African Centered
Art, Gifts & More...







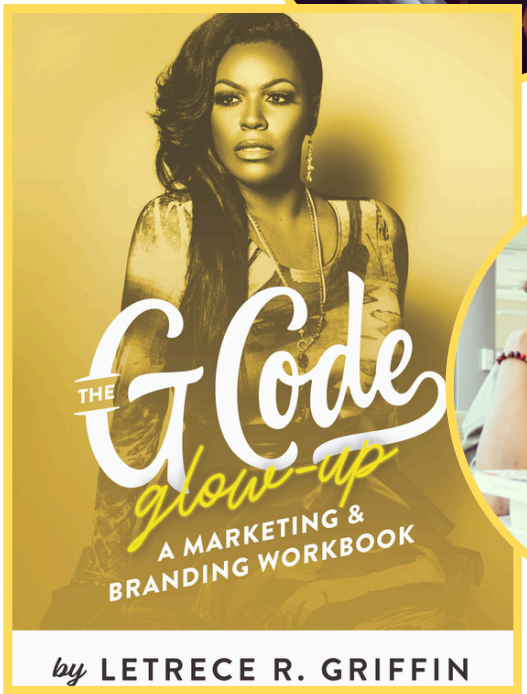

THE GCode










THE GCode
glow-up
A MARKETING &
BRANDING WORKBOOK
by LETRECE R. GRIFFIN







A PUBLIC SPEAKER



COUNCIL OF GREAT CITY SCHOOLS

WBRZ CHANNEL 5

NATIONAL SCHOOL PUBLIC RELATIONS ASSOCIATION

LOVE ALIVE CHURCH

NBC 33

BLACK AUTHORS MATTER TOUR

BEACON LIGHT OF HAMMOND

O.M.G. GIRLZ CONFERENCE

WAFB CHANNEL 9

WOMEN'S BROKENNESS EMPOWERMENT SESSION

BRIDGE AGENCY LAUNCH

Q106.5 FM BATON ROUGE

89.5FM KOPN MISSOURI

MINORITY BUSINESS EXPO

SMALL TALK - MUSICK LOUNGE

CITIES UNITED ANNUAL CONVENING

106.1FM WTQT BATON ROUGE

ROCK OF AGES NEW ORLEANS

AN EVENT CURATOR



BIG FREEDIA

PJ MORTON

CITIES UNITED'S 13TH ANNUAL CONVENING

112

MICHAEL FOSTER'S RED BEANS & RICE MONDAYS

NATIONAL PEER EXCHANGE

DATHAN THIGPEN

TUCKA

HEY SIS SESSIONS

AL GREEN

DEWAYNE WOODS

WALK IT OUT NATIONAL PEACE WALK

CARL THOMAS

DEE-1

BILAL

LEE WILLIAMS & THE SPIRITUAL QC'S

BOBBY RUSH

CUPID

AN EXECUTIVE PRODUCER



100 BLACK WOMEN, INC. - METROPOLITAN BR CHARTERING CEREMONY

BACK TO CHURCH BENEFIT CONCERT

CHOP IT UP YOUTH EVENT

M3M FILM SCREENINGS

ROSE HILL CHURCH - ATRIUM SERVICES

"SHADES OF HER" DOCUMENTARY

POWER MOVE MANAGEMENT CHRISTMAS COMPILATION ALBUM

IRAA AWARDS

G CHATS WIITH LETRECEG

CENIKOR COMMUNITY LUNCHEON

THE WRITE PHILOSOFHER

MICHAEL DIXON'S "GREAT GRACE" VIDEO

PJ MORTON'S "NEW ORLEANS GIRL" DANCE VIDEO

"THE SIDE EFFECT: THE KIRT THIBODEAUX STORY" DOCUMENTARY

WORK SAMPLES

Cities United's New Face of Public Safety

Authentic Communication Slide Deck

Communications Action Guide

EBR Community Guidelines for Social Media

NBC4 News Appearance - "Beechcroft Empowerment Brunch"

Cities United's National Peace Walk

BR Proud News Appearance - "Adopt an Elf"

Press Release

"District Highlights" for Columbus City Schools

Explore EBR 2021 Publication

Explore EBR 2022 Publication

Clay Young Show Appearance (13:35 time stamp)

"Sincerely, Sito" YouTube Series

"Pathways to Bright Futures" Launch Video

Levy Presentation for Council of Great City Schools

Liberty's Kitchen Pamphlet

AS SEEN

225 MAGAZINE

POWERED BY REAL TIMES MEDIA
WHO'S WHO IN BLACK

WTQT 106.1 LP-FM Baton Rouge

GREATER BATON ROUGE BusinessReport

NBC33 WVLA Baton Rouge

WBRZ 2 abc

9 WAFB

CANVASREBEL

VoyageATL

WORKED WITH

ROSE Hill Church

CITIES UNITED

Raising Cane's Chicken Fingers | RIVER CENTER Baton Rouge

NCBW 100

EBR

BELLE OF BATON ROUGE CASINO · HOTEL

HUMAN JUKEBOX SUBR

ESTD 2008 LIBERTY'S KITCHEN LEARN · GROW · LEAD

KNOCK KNOCK children's museum

S&P FCU Southern Teachers & Parents Federal Credit Union

CENIKOR A PLACE FOR CHANGE Better Health. Better Lives.

AFTER 8

Melanin3 MEDIA

eliminating racism empowering women ywca greater baton rouge

COLUMBUS CITY SCHOOLS



LETRECEG

LETRECEG.COM

CONTACT:

LETRECE@LETRECEG.COM

LETRECEG.COM

@TheLetreceG