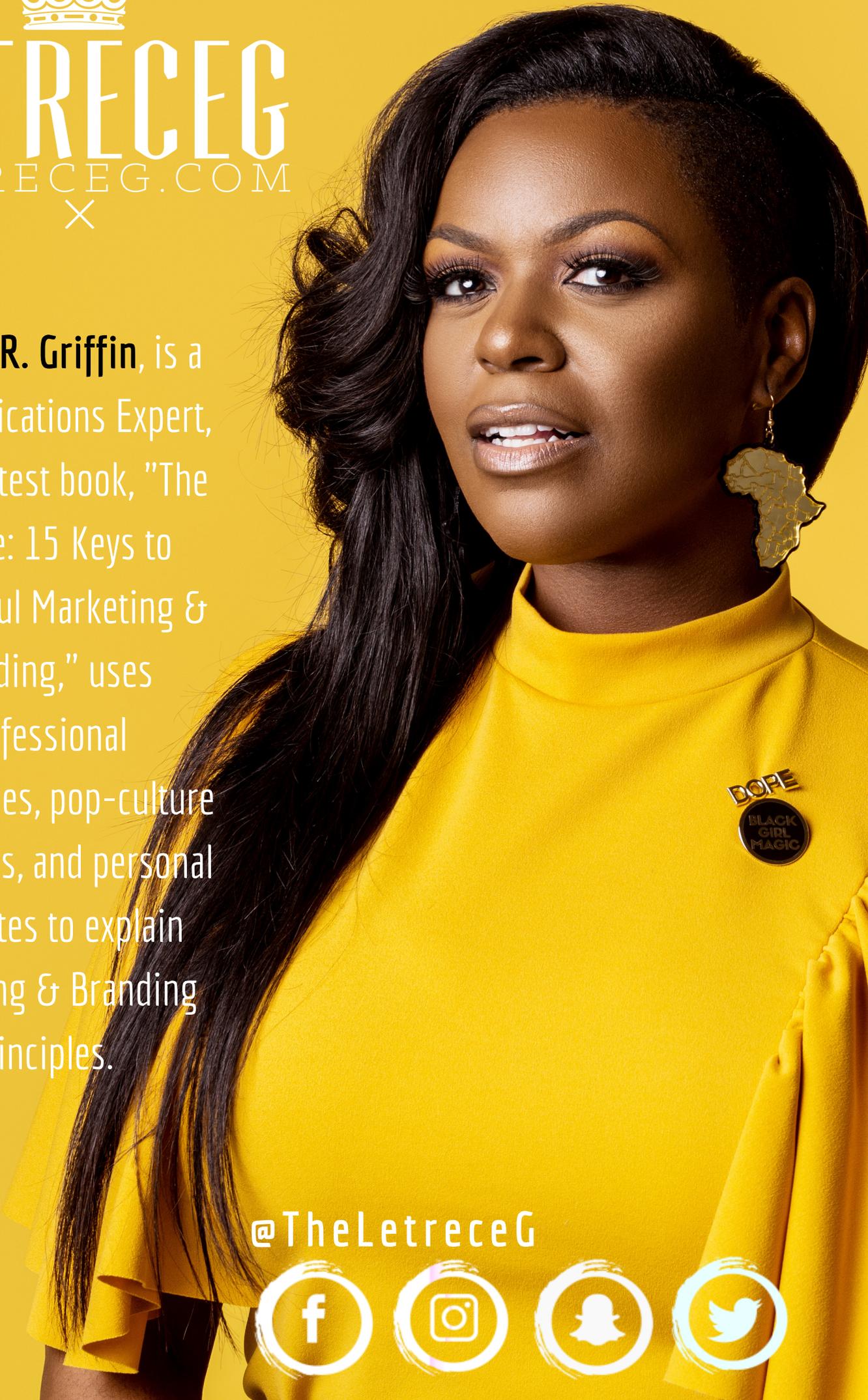




LETRECEG

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Letrece R. Griffin, is a Communications Expert, whose latest book, "The G Code: 15 Keys to Successful Marketing & Branding," uses professional experiences, pop-culture references, and personal anecdotes to explain Marketing & Branding principles.



@TheLetreceG





WHO IS LETRECEG?

Letrece has always been a true writer at heart. During her adolescence she began creating and editing a monthly newsletter that highlighted community events and creative writing. Letrece became illustrious by being a published author in her early teens with her poems appearing in several national poetry anthologies. Her writing expertise became more prevalent during her college years, where several of her articles and essays became required readings for a Sociology course at Loyola University New Orleans.

Letrece began her professional career in New Orleans, Louisiana as Lead Promotions Intern for Clear Channel Radio, along with providing street team marketing and implementing innovative brand awareness campaigns for local artists and musicians. Letrece has taught seminars, workshops and classes on multiple topics ranging from career development, making healthy life choices, communications, social media marketing and branding. She has taught students ranging in age from pre-teen to adult. She earned her Bachelor of Arts degree in Mass Communication from Loyola University, and went on to secure a Masters of Science degree in Entertainment Business from Full Sail University.

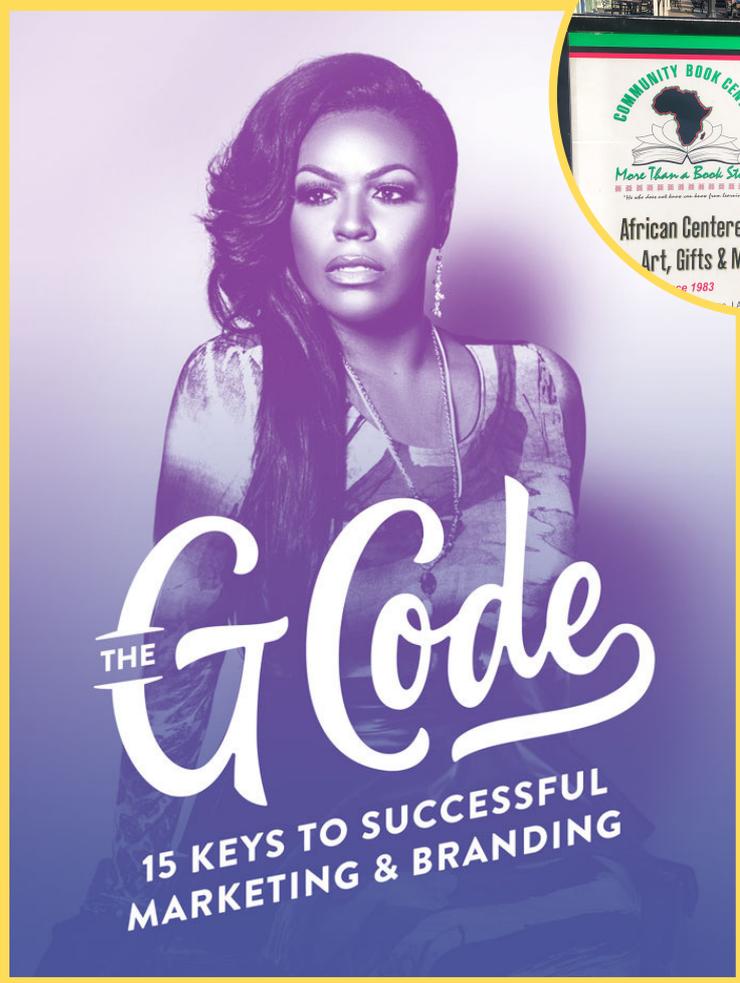
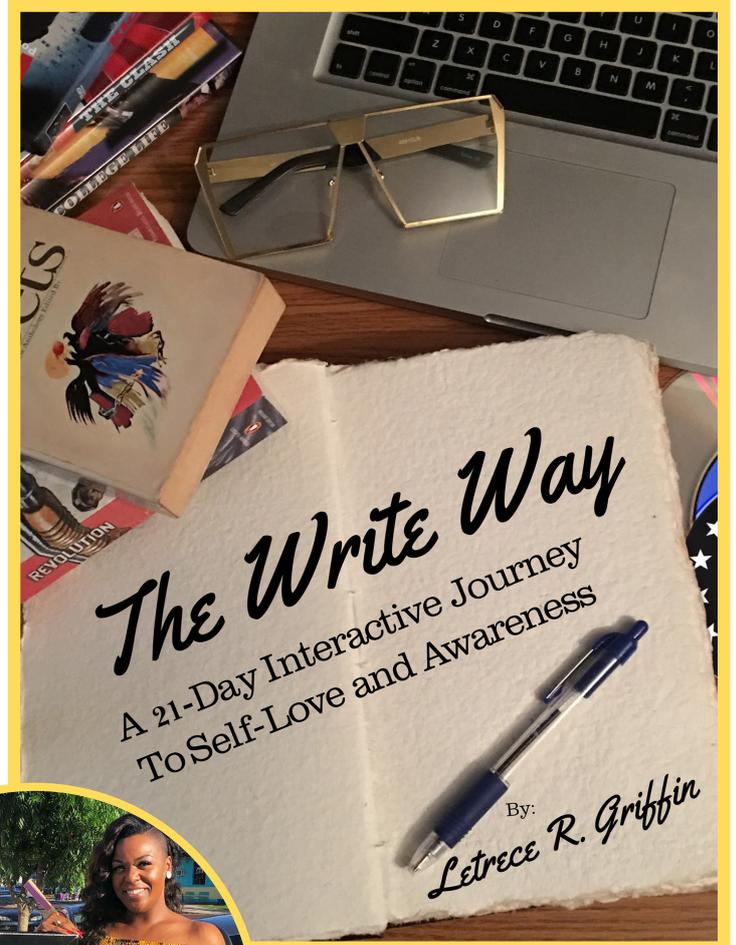
Letrece has gained other accolades such as being named a 2019 Louisiana Leading Lady for her work in communications, a 2019 SlayBoss Award Honoree for Author and Woman of the Year, receiving a 2018 Executive Spotlight in the Baton Rouge Business Report, being named one of The Rouge Collection's 2016 People to Watch, 2015 Baton Rouge Black Professionals' 40 Under 40 Entrepreneur Award Honoree, one of 2014's Top Branding Experts on Twitter by EC Branding, along with being named 2013's Manager of the Year by the One Accord DJ Alliance.

Letrece has also authored two books. Her debut book, **"The Write Way: A 21-Day Interactive Journey to Self-Love and Awareness,"** was published in 2017. It is formatted to help the reader take an introspective look at themselves to assist them in goal setting and self esteem. The book uses a method of both journaling and thought-provoking excerpts to challenge the reader to find and appreciate the best in themselves. Her second book, **"The G Code: 15 Keys to Successful Marketing & Branding,"** was published in 2019. It is a quick reference guide that uses her professional experience, pop-culture references and personal anecdotes to give readers a blueprint to effective marketing and branding.

Currently, **Letrece** is the Marketing & Communications Specialist for Knock Knock Children's Museum, a member of the Southwest Regional Leadership Team for Delta Sigma Theta Sorority, Incorporated, and Executive Producer for Melanin3 Media. She is also a member of the 2020 Leadership Baton Rouge class for the Baton Rouge Area Chamber.



AN AUTHOR





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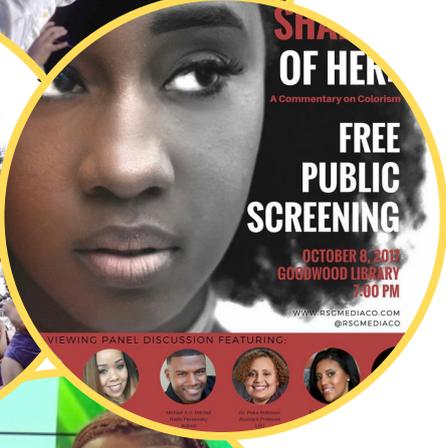
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