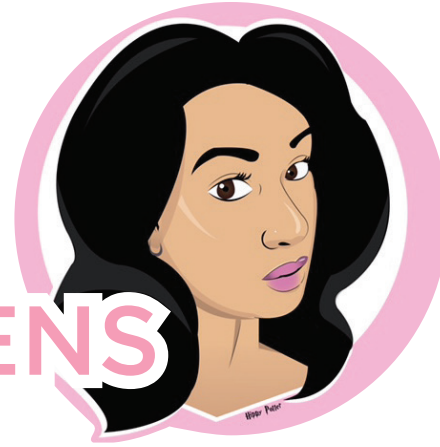


MORGAN A. OWENS



CREATIVE ENTREPRENEUR | SPEAKER | AUTHOR

MEDIA KIT



MORGAN A. OWENS

Morgan A. Owens is the founder and CEO of Curvy Cardio, LLC, and The Morgan A. Owens Brand. Both of her businesses focus on uplifting women/young girls and giving them the knowledge and resources to reach their greatest potential from the inside out. She strives to empower those who often don't have access/opportunity to knowledge, tools and training to find their sparkle.

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HER MISSION

Morgan A. Owens mission is to educate, empower and elevate minority business owners, corporate women and young girls of color. The Morgan A. Owens Brand does this through workshops, speaking events, tools and books (Workbook) fostering topics that include health and wellness, financial guidance, overcoming community/racial obstacles, brand building, economic and community empowerment.

A full-body photograph of Morgan Angelique Owens standing against a solid pink background. She is wearing a short, sleeveless, fringed pink dress and matching pink high-heeled pumps. She has long blonde hair and is posing with one hand near her face and the other crossed over her chest.

FINDING MY

Sparkle

MORGAN ANGELIQUE OWENS

FINDING MY SPARKLE

In 2017 Morgan released her first authored book, “Finding My Sparkle” a journey to self-love. The book tells her story of low self-esteem, self-doubt, weight issues and depression. She uses her story to educate young girls about the power of self-affirmations and repercussions of bullying.

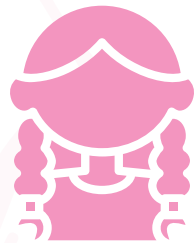
“I decided to write a glimpse of my story, in hopes it saves someone. Saves someone from quitting, giving up on themselves and being stuck in self-doubt. Pieces and stories of my life that has made me, me. It’s not all pretty and perfect, looking back now, even embarrassing but I wouldn’t change anything – t took me a long time to even say that. I had to go through it, to get to where I am today and ultimately where I want to be.” - *Morgan A. Owens*

FINDING YOUR SPARKLE: A WORKSHOP SERIES FOR GIRLS

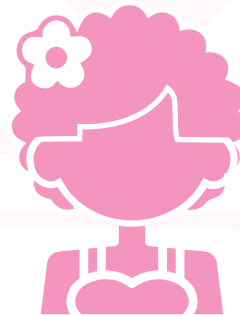
OBJECTIVE

Over the course of six-eight workshops the mission is to discuss, build and educate the girls on self-esteem, goals, and confidence. How these three subjects can not only make them a better student, but a better person. Bullying is so ramped, it stems from the girls not being comfortable in their own skins. During these six-eight weeks, I will share more of my story from when I was there age. How I dealt with bullying and self-esteem issues and how it ultimately made me a better person.

DEMOGRAPHIC



Elementary



High School



College



Reached over **1,000+**
young girls and women



Age Range **8-21**

TOPICS OF DISCUSSION



**THE POWER
OF AFFIRMATIONS**



SELF-ESTEEM



GOALS



ANTI-BULLYING



CONFIDENCE



GIRL POWER



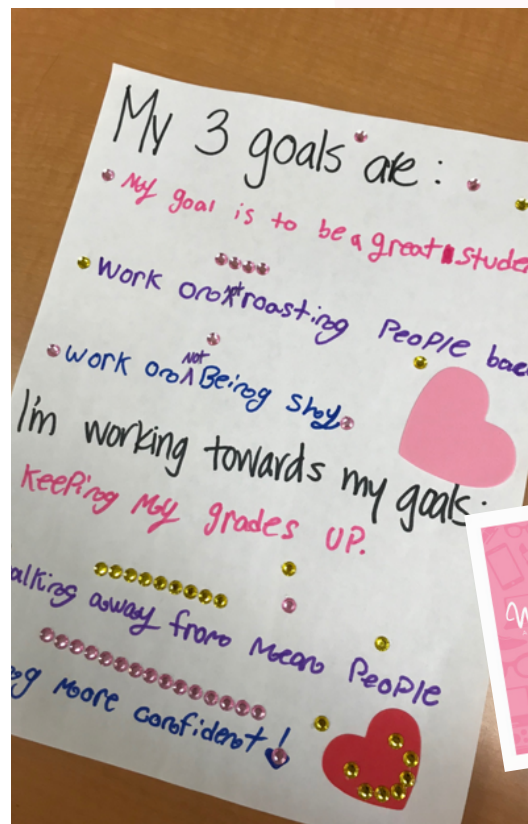
WORKSHOPS 1 & 2

“SELF ESTEEM: THE POWER OF AFFIRMATIONS” & “SELF ESTEEM II: TURNING LEMONS INTO LEMONADE”

Self-esteem helps us have good relationships, gives us the confidence to try new things, and helps us succeed. But low self-esteem can hold us back.

In this session, the girls will:

- Identify what self-esteem means to them
- Learn and develop their own words of affirmation
- Complete worksheets and self-assessment page out of Workbook
- Identify when they say negative things about themselves
- Learn to turn those negative words into positives
- Transform bullying behavior into positivity



PAST AND CURRENT WORKSHOPS

- Cincinnati Public Schools Girls2Women Elementary
- Cincinnati Public Schools Girls2Women High School
- Queen City Chapter of the Links Incorporated
- Cincinnati Chapter of the Links Incorporated
- Project Grad After School Program
 - Riverview East Academy
 - Ethel Taylor Academy
 - Taft High School
 - Western Hills High School
- Families Forward After School Program
 - Hayes-Porter Elementary School
 - Carson Elementary School
 - Bond Hill Elementary School
- St. Bernard Elementary
- Girl Scouts of Western Ohio
- Boys Hope Girls Hope
- Arizona State University TRIO Program
- National Freedom Center/CYC Pathways to Power Program

TESTIMONIALS

“An up and coming entrepreneur, consummate go-getter and dynamic motivator, Morgan Owens has been one of the students’ favorite guest speakers for the annual Shroder High School **Women on the Move Conference**. She inspires, motivates, uplifts and engages young ladies as she has shared her very touching and personal stories of struggles and subsequent triumphs. We are always honored to have her participation!”

- **NICHELLE M. BOLDEN**, *Women on the Move Program Coordinator*

“At Mason High School in Mason, OH a suburb of Cincinnati, we have a highly competitive environment academically, athletically and socially. The effects of this atmosphere impacted some of our female students to host a female empowerment series in which I highly encouraged them to invite Morgan Owens. Morgan is relatable, especially for a young teen struggling with their appearance or their own self-image and self-esteem. Morgan successfully spoke about her own journey and the importance of being true to self - especially for girls of color in a majority atmosphere. Her words were powerful and resonated with many of our teenage female students regardless of their race or ethnicity.”

- **AMY E. HULL, M.ED.**, *Assistant Principal William Mason High School*

“Morgan Owens delivered an amazing Personal Branding workshop for our Girls STEAM Academy. She is a marketing genius and encouraged our students to be their personal best at all times. The girls truly loved her — her message was right on point and she is so relatable.”

- **PAULA LAMPLEY**, *Co-Chair of the Queen City (OH) Chapter of The Links Incorporated Girls STEAM Academy from 2014 to present*



THE MAO BRANDS

CURVY CARDIO

Curvy Cardio is a fitness brand helping women and young girls love themselves from the outside in through wellness.

In 2014, Curvy Cardio was born, and Morgan began to share her journey to self-love with the world. The mission of Curvy Cardio is to empower and inspire other women and young girls to understand that no matter what they look like, they should love themselves and be happy for the skin they're in.





THE MAO BRANDS

PROFESSIONAL pretty

Professional Pretty includes business workshops, resource tools, books and yearly conference that help motivate and connect minority women in business.

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The Cincinnati
HERALD News you can't get anywhere else!

Working WOMEN

Luciana Andrews



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Live Search ...



Tuesday, Dec. 18
12pm - 6pm
Sharonville
Convention Center
11355 Chester Road

#CincyStrong
INTERFAITH BLOOD DRIVE

To schedule your donation, call 513-451-0810
or visit www.haxworth.org/groups/faith

Haxworth
Blood Center

CALENDAR

January 2019						
Today						
Su	Mo	Tu	We	Th	Fr	Sa
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2
3	4	5	6	7	8	9

ANNUAL SIGNATURE EVENTS

Daddy Daughter Dinner Dance

A special evening of dinner, dancing, a keepsake profession photo, and more
January 26, 2019



Working WOMEN

Working Women a partnership with The Cincinnati Herald to spotlight and voice minority women making impact through their careers/business in the tri-state area.

BRAND DEMOGRAPHICS



CURVY CARDIO

IG: 10K+

FB: 2K+

MORGAN A. OWENS/ MORGAN A. OWENS BRAND

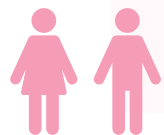
IG: 9K+

FB: 5K+

WEBSITE: 77.1 New Visitors



Age Range **18-65**



79% Female
• **75%** Moms

21% Male



SPENDING TRENDS

- Media
- Technology
- Shopping
- Lifestyle
- Food/Dining



PAGEVIEWS

YTD: 12,163



MOBILE

APPLE: 95%

ANDROID: 4.97%



LOCATION (TOP 3)

- 1.** USA
- 2.** Canada
- 3.** United Kingdom

WEB PRESENCE



www.curvycardio.com
www.morganaowens.com
www.professionalpretty.com

@CurvyCardio
@MorganAOwensBrand
@Miss_Morgan86



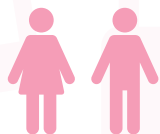
10K+ website visits per month with
62.7% being returning visitors,
37.3% new visitors.



58.6% of website traffic comes
from social media

IG follwers:

Curvy Cardio: **10k+**
Miss_Morgan86: **7k+**



92.2% Female | **7.8%** Male



Age Range **25-54**

BRANDS WORKED WITH/FEATURED IN



COMMUNITY INVOLVEMENT/PARTNERS

Community partners/sponsors that allow the Morgan A. Owens Brand to amplify its voice in the community.

- The Cincinnati African American Chamber of Commerce
- The Cincinnati Herald
- Cincinnati Chapter of The LINKS, Inc.
- Queen City Chapter of The LINKS, Inc.
- Phi Psi Omega chapter of Alpha Kappa Alpha Sorority, Inc.
- The Midwest Black Family Reunion
- Cincinnati Public Schools
- YMCA Black and Latino Achievers
- YWCA
- Project Grad, Cincinnati
- Union Savings Bank & Guardian Savings Bank
- Thrity One Gifts

ACHIEVEMENTS

2016

- 2016 The Cincinnati Herald Bright Awards, Entrepreneurship

2017

- 2017 YMCA Adult and Latino Adult Career Achiever
- 2017 Black Career Women's Network Millennial Entrepreneur of the Year
- 2017 YWCA Rising Star
- 2017 Affirmed honoree by the Urban League YP of Southwestern Ohio for Entrepreneurship

2018

- 2018 Honoree 300 Black Women of Chicago
- 2018 Lead/Venue Magazine Women of Influence Awardee

2019

- City of Cincinnati Proclamation "Professional Pretty Conference Weekend" May 24th-26th
- House of Representatives 33rd District, Morgan A. Owens Day, May 25th

SPEAKING ENGAGEMENTS

- The Greater Cincinnati and Northern Kentucky Chamber of Commerce – *Workshop Presenter*
- P&G Influencer (Curvy Cardio) Gain Brand/The Joy Collective
- My Black is Beautiful Panel feature at 2017 Alpha Kappa Alpha Sorority, Inc. National Leadership Conference – *Speaker*
- University of Cincinnati African American Cultural Center Entrepreneur Event – *Panelist*
- Northern Kentucky University, Sister Circle – *Keynote Speaker*
- Ohio University Entrepreneur Event – *Panelist*
- University of Cincinnati Sister Circle – *Workshop Presenter*
- The Ohio State University – *Entrepreneur Panelist*
- The Queen City Links Girls Leadership Academy – *Workshop Presenter*
- Cincinnati Public Schools Girls to Women – *Keynote Speaker and Workshop Presenter*
- ICAN Collaborative Conference (Chicago) – *Speaker*
- Success Her Way – *Workshop Presenter*
- Black Career Women's Network Conference – *Workshop Presenter*
- The Cincinnati Herald Bright Awards – *Emcee*
- ASALH Conference Luncheon – *Emcee*
- Our Foremothers – National Underground Railroad Freedom Center – *Emcee*
- Zeta Phi Beta Girls 2 Women Conference – *Workshop Presenter*
- Flourish Media Conference – *Keynote*
- Arizona State University Trio Program – *Workshop Presenter*
- Yale University New Haven – *Workshop Presenter/Book Signing*
- National Black Press (NNPA) National Conference – *Workshop Speaker*
- Winton Woods Girls 2 Queens Program – *Keynote*
- Women's Alliance (Cincinnati) Leadership Conference – *Speaker*
- Miami University Office of Diversity Affairs, Empowerment Brunch – *Keynote*
- Speak Truth Summit – *Panelist*
- University of Dayton Trio Program – *Workshop Presenter*



SPEAKING ENGAGEMENTS

"If you need a Dynamic speaker for any corporate event I highly recommend Ms. Morgan Owens! She executed a workshop at Yale New Haven Health that opened up dialog that has never happened before. Morgan gave a presentation of words that not only needed to be said but needed to be heard. She spoke about navigating barriers in the workplace by defeating gender bias. And let me tell you she left a mark... a mark of inspiration and uplifting that has begun to change lives."

- LISETTE MARTINEZ, CHIEF DIVERSITY OFFICER YALE NEW HAVEN

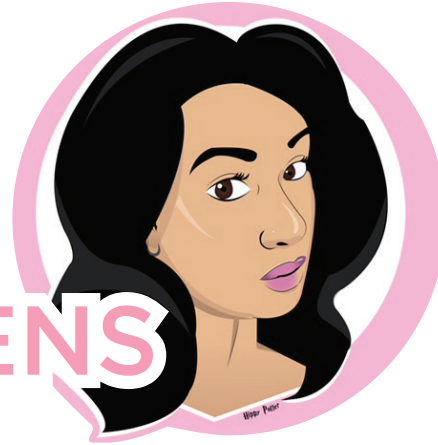
"Listening to Morgan speak is truly an experience that every female young to old should hear. Morgan is truly authentic, and an inspiration on and off the stage; she does not sugar coat anything. Morgan speaks on both the good and bad; negative and positive experiences to show what the end result looks like with hard work and perseverance. Sometimes, when I am beating myself up; I can actually hear Morgan speaking to my sub conscience saying "it's ok sis; brush yourself off and keep moving forward--you got this, and is there anything I can do to help." That demonstrates the impact I experienced from listening to her speak."

- KIMBERLY GREGORY, CEO 360 DEGREES FINANCIAL SOLUTIONS

"I work for a program that helps first generation, low income, and students with disabilities overcome obstacles in college. Morgan Owens educated the population I serve on how to build their brand, entrepreneurship, and finding themselves beyond college. The feedback from students was that they had learned a lot from Morgan that they can take into their college careers and into the job market. Highly recommend Morgan as a consultant and workshop presenter."

- AVA ROSE EVANS, COLLEGE DIRECTOR

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