

FELECIA S. KILLINGS

Felecia S. Killings is an award-winning writing coach and strategic communications specialist, working 15+ years in the offline and online spheres. She has successfully helped organizations effectively manage their internal and external communications. She assists them in promoting a positive company brand to their targeted market. By combining elements of social media branding, public relations, and book publishing, Felecia empowers organizations to create an addictive brand story that leads to exponential growth.

Since beginning as a freelancer in 2011, Felecia has used her own experience and educational background to show how storytelling, book publishing, and online marketing work together to gain online influence, build brands, and sell products. Her unique communication strategy focuses on the basic principles of spiritual laws, which include integrity, transparency, empowerment, authenticity, and vulnerability. She demonstrates that when a brand centers on these values, a target market will remain loyal to the organization, no matter what.

As a Freelance Communications Specialist and Writing Coach, Felecia performed duties that included:

- Creating effective, compelling publications that conveyed the vision, mission, and objectives for her clients' ministries and small businesses
- Auditing an organization's/ministry's current communication system to determine the strengths and weaknesses
- Creating, revamping, or enhancing an organization's online brand
- Developing new communications strategies that focused on clients' brand stories
- Generating content consistent with driving traffic, initiating engagement, and gathering leads that result in sales and loyal brand followers
- Collaborating with designers, product marketers, sales professionals, external influencers, and industry experts
- Planning, writing, editing, and managing print books, ebooks, white papers, webinars, infographics, video scripts, and podcast/blog headlines
- Developing and executing an editorial calendar, which includes blog posts, newsletters, and social media posts

Since 2016, Felecia's communication influence has tapped the political sphere. Using social media as her primary method for outreach, she virtually trains political voices and conservative voters with effective strategies for reaching black audiences. In September 2019 alone, her social media content has reached nearly 2,000,000 people with a small following of 4,000+. And over the last 12 months, Felecia's online communications training has caught the attention of Hollywood celebrities, conservative politicians, media commentators, and black conservative outlets. Such names include Isaiah Washington, former star of *Grey's Anatomy*; Joy Villa, singer and artist; Shermichael Singleton, Republican strategist and political commentator on CNN; Dan Crenshaw, Texas Congressman; Rebecca Mansour, Editor-at-Large and Breitbart News Host of "Breitbart News Tonight;" Sonnie Johnson, Host of "Sonnie's Corner" on Sirius XM; Tara Setmayer, Host of "Honestly Speaking w/ Tara" and CNN Contributor; and many others.

Felecia's unconventional strategies not only draw new audiences to an organization or entrepreneurs. She demonstrates a keen, creative ability to turn the most scandalous stories into favorable opportunities for her clients. After all, Felecia is no stranger to online controversy. After beating a criminal case, which captured mainstream media attention, Felecia faced a devastating online reputation. While most stories would cripple people, Felecia used her new online presence to transform into a virtual powerhouse. She rebranded her image to reflect her spiritual awareness and teaching abilities. She created an online training school that focused on book publishing and effective communication. And today, her content reaches millions of people on social media each week, despite her controversial story. Using the exact strategies she employed to help rebuild her brand, she delivers the same skill sets to any organization, large or small.

Felecia proves that anyone -- any business, any ministry -- can achieve success by crafting the right message, developing an attractive brand story, and producing empowering content. Her own branded content (i.e. e-books, guides, blog posts, videos) has helped generate clients; and as a result of her outstanding, professional services, her clients are thriving authors, coaches, and online entrepreneurs today. To learn more about Felecia, visit FeleciaKillings.org.

*Felecia
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Award-Winning Writing
Coach & Communications
Strategist

