



Manifest Greatness Media LLC  
2384 Merseyside Dr, Woodbridge, VA 22191  
ManifestGreatnessMedia.com  
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## CAPABILITY STATEMENT

Manifest Greatness Media LLC is the media equivalent of a swiss army knife: it's practically all there and then some. Marketing, strategic communications, brand building and management, public relations, media training, website design, content creation, ghostwriting and more.

CORE COMPETENCIES	COMPANY DATA
<ul style="list-style-type: none"><li>Marketing</li><li>Strategic Communication</li><li>Brand Building &amp; Management</li><li>Television and Event Production</li><li>Project Management</li><li>Digital/Print Media</li><li>Media Relations</li><li>Change Management</li></ul>	<ul style="list-style-type: none"><li>Publicity</li><li>Media Training</li><li>Ghostwriting</li><li>Website design</li><li>Content Creation</li><li>Ghostwriting</li><li>Copywriting</li></ul> <p>Manifest Greatness Media LLC was established in 2015. It is American owned and both domestically and internationally operated. Find out more at <a href="http://TomikaAnderson.com">TomikaAnderson.com</a> and <a href="http://Manifestgreatnessmedia.com">Manifestgreatnessmedia.com</a></p>
CERTIFICATION	CREDENTIALS
<p>Certified Change Practitioner, Prosci, Inc. – The Global Leader in Change Management Solutions (2019)</p> <p>Internationally Certified Coach with the Certified Coaching Alliance (2017)</p>	<p>Recipient of the NABJ Media Institute on Health: Health Policy and Health Inequities Fellowship (2014)</p> <p>Beauty and the Beat Heroines of Excellence Journalism Award (2012)</p> <p>B.A. of Government, University of Virginia (1998)</p> <p>The Gregory Raven Batipps Literary Prize (1998)</p>

### AT A GLANCE

Manifest Greatness Media LLC was created by an award-winning media and communications professional with more than 20 years of experience strategizing, developing and disseminating unique content for industry leaders including international agencies, U.S. government agencies and television networks such as FOX, CNN and MTV. An accomplished writer, editor, producer and publicist with outstanding media contacts and the proven ability to pitch, write, edit and land stories with national and international outlets, she is highly technical with expertise in print, social media, corporate and digital writing. A team leader with talent management, staff development and project management skills, she is experienced in overseeing the execution of contracts and agreements and the allocation of project funding.

### SELECTED HIGHLIGHTS

- Secured international press coverage for a variety of clients across industries – from the travel industry to the NFL – to include outlets such as the Associated Press, Forbes, NBC, CNN, CBS, The Washington Post, USA Today, Sirius XM Radio and many more
- Has profiled, worked with or on behalf of such celebrities as Beyonce and Jay-Z, Rihanna, Serena Williams, Lenny Kravitz, Michelle Obama, Dave Chappelle, Erkyah Badu, Regina King, Tyler Perry, Ryan Seacrest, Mary J. Blige, P. Diddy, Jamie Foxx, Usher, Quincy Jones, Magic Johnson, John Legend, Idris Elba, Martha Stewart, Al Sharpton, Marcus Samuelsson and others
- Represented the United States under President Obama in the creation, design and execution of 5 days' worth of media trainings and workshops in Ethiopia for aspiring journalists throughout Africa as part of the first-ever partnership between UNESCO, the U.S. Department of State, the governments of France, Sweden, the United Kingdom, the African Union, other agencies and nations around media capacity building on the continent
- Served as head writer for BET's highest rated annual programing, the NAACP Image Award-nominated "Black Girls Rock" award show, while managing a staff of 3
- Helped design and execute first large-scale communications campaign on behalf of the Adolescent Pregnancy Prevention Program, a division under the U.S. Administration for Children and Families and the Department of Health and Human Services
- Helped design and execute multi-million-dollar efficiencies and cost-savings initiative turned formal government program on behalf of the now Program Executive Officer for the Defense Logistics Agency, the business IT systems arm of the U.S. Department of Defense
- Served as a health and media expert, consultant, writer and editor, nationally and internationally, on topics ranging from U.S. health care to HIV transmission for health and media organizations from the Department of Health and Human Services to Ebony Magazine. Successfully recruited celebrity talent for national health campaigns, wrote talking points and op eds on behalf of U.S. health officials and health experts, created content for HHS and commercial web sites, wrote national magazine cover stories in collaboration with experts from the White House, Centers for Disease Control and other U.S. and international agencies



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- Strategized and/or ghost wrote high-profile editorials, letters to the editor, letters to Congress and other official statements on behalf of U.S. mayors, senior government officials, civil rights activists and community partners around issues like gun violence and police brutality
- Wrote several BET Awards post-shows, including the then highest-rated post-show in BET history along with the then highest-rated 12-hour "Notarized" special in BET history as well as celebrity scripts for the "Saving Ourselves" BET Telethon to raise money for victims of Hurricane Katrina
- Served as guest editor of Ebony Magazine's most prestigious annual issue, The Power 100, in 2015, in celebration of the publication's 70<sup>th</sup> year. Helped select such awardees as Harry Belafonte, Zendaya and Jesse Williams across industries to include arts and entertainment, entrepreneurship, social justice and philanthropy