

DR. CONTRECIA T. THARPE

Agency Owner | Author | Business
Coach & Consultant | Educator |
Mentor | Speaker



Dr. Contrecia T. Tharpe, affectionately known as Dr. T, is an award-winning marketing, branding, and communications practitioner and founder of FayeVaughn Creative formerly neulMC, a boutique integrated marketing and communications firm in Nashville. With over 13 years of experience in the industry, she has worked with national and international brands, businesses, and individuals in the non-profit, sports, entertainment, travel, small business, and education sectors. She advocates for small and medium business success and works to maximize and identify opportunities, craft strategies, and create solid business foundations for her clients.

Contrecia is the current President-Elect of the women's leadership organization Nashville CABLE and Board Chair of the youth advocacy organization Impact Youth Outreach. With a passion for second chances, she co-founded The DREAM Initiative - a reentry education, resource, and tech development company geared towards developing opportunities and resources geared towards returned and returning citizens. Aside from her professional and board roles, she is also a mentor with SCORE and Nashville's Entrepreneur Center.

Having obtained her doctorate from Trevecca Nazarene University in 2019, she was a previous faculty member at Nashville's Tennessee State University in the communications department, where she teaches marketing and communications courses.

Her second book, *Getting to Done*, will be released in 2024. She is penning her first textbook, *IMC Decoded: Introduction to IMC Theory, Concepts, and Practical Application*.

PRESENTATION TOPICS

- **And This One Time at Brand Camp: Crafting a Brand Message and Storytelling that Converts**
- **Brand-Aid: Impactful Brand Development**
- **Likes to Leads: Strategic Acquisition and Retention through Digital Marketing**
- **Visionary Leadership: Inspired by Passion**
- **Be a Doer: Dreams. Plans. Actions**
- **Getting to Done: From Overthinker to Doer**
- **Authentic Vulnerability: Using Transparency and Truth to Connect with Your Audience**
- **Stop Playing Small: How Should, Would, and Could Are Killing Your Dreams**
- **Beyond Social: Building a Brand that You Own**
- **The Magic of Marketing: Maximizing and Monetizing Your Digital Presence**
- **Be the SMARTEST in the Room: Leveraging You to Accomplish Your Goals**
- **Discovering Desistance: Changing the Narrative Around Recidivism**
- **Inclusive Lens: Creating a Marketing Strategy that Respects and Reflects Diversity**
- **Bringing Everyone to the Table: The Power and Profitability of Inclusive Marketing**
- **Cultural Connection: Turning Diverse Audiences into Engaged Communities**
- **Colorful Profits: The Business Case for Inclusive Marketing**
- **Reflect, Respect, Relate: Keys to Inclusive Content Creation**
- **The Unseen Market: Recognizing the Value of Invisible Disabilities in Inclusive Marketing**
- **All Shapes & Sizes: Embracing Body Positivity in Advertising and Marketing**
- **Tuning in to Your Audience: Understanding and Utilizing Social Media Analytics**
- **Action!: Video Content, Your Golden Ticket to Engaging Audience (Youtube and TikTok strategy)**
- **An Inclusive Culture: Leveraging Marketing & Communications to Build Stronger Community in Higher Education**

As seen in

Entrepreneur
pulse

R TechRound
Defining Startups and Technology
TEDx

GENERAL TOPICS:
BRANDING, MARKETING, PUBLIC RELATIONS, COMMUNICATIONS,
LEADERSHIP, BUSINESS OWNERSHIP, ENTREPRENEURSHIP, BUSINESS,
EDUCATION, HIGHER EDUCATION, IMPACTFUL CLASSROOMS

Book Dr. T Today!

HELLO@CONTRECIATTHARPE.COM
www.contreciattharpe.com