



DIONNE WATTS-WILLIAMS

*Brand Messaging
Maven*

HELPING BLACK WOMEN
MAKE THEIR BRILLIANCE
VISIBLE.

MEDIA KIT

WWW.WORKWITHDIONNE.COM

Dionne Watts-Williams

"IT'S MY PASSION...MY MINISTRY."

As a shy, nervous child, Dionne Watts-Williams hated public speaking - but writing came naturally.

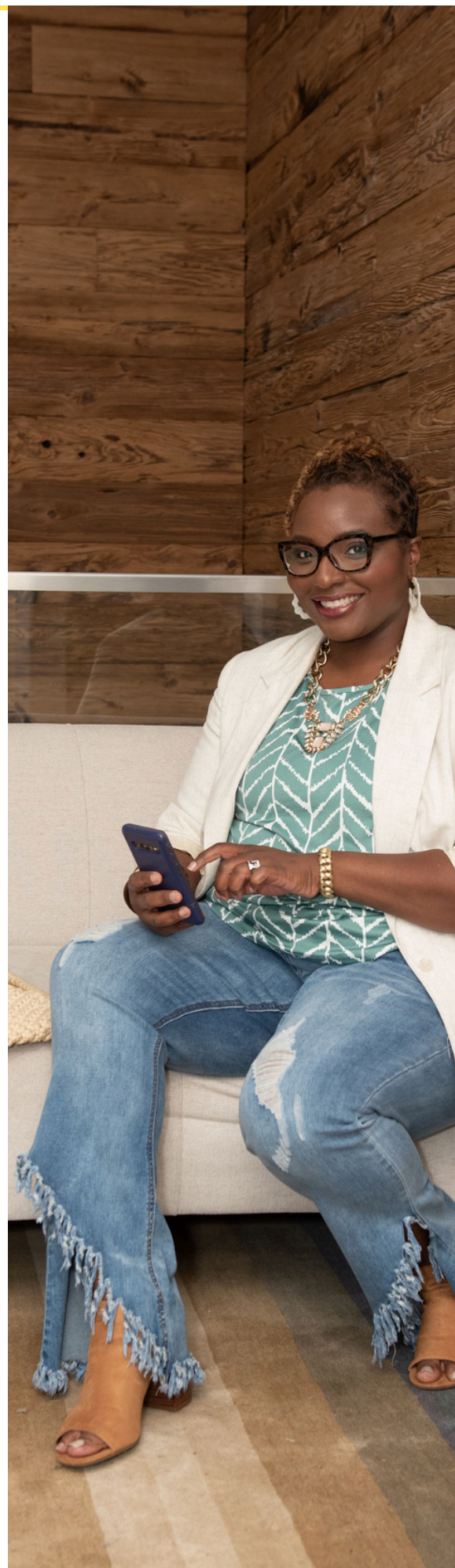
Being laid off from her six-figure job when she was five months pregnant and at the height of her corporate career left her feeling lost and devastated. But that "rock bottom" experience made her rededicate herself to her God-given abilities, and vow to never let anyone take her for granted or cause her to second-guess her worth.

Today, as a brand messaging consultant and personal branding coach, Dionne has helped hundreds of brilliant, ambitious Black women CEOs and corporate climbers shed fear and anxiety, confidently share their stories, come out of obscurity, and shine professionally - and in life. She's discovered that by embracing her inherent gifts, she doesn't have to struggle - and neither do her clients.

She's written amazing content for just about every type of medium, and uses the art of written language to help her clients strike a cord with audiences. As a brand strategist, she's developed eye-catching branding materials, and results-driven PR and social media campaigns for law firms, community-based organizations, international nonprofits, tourism bureaus, PR firms, government agencies.

Dionne has a B.S. in Communications & Technology (Chestnut Hill College), and a Master of Journalism degree (Temple University).

Forever a service enthusiast, Dionne gives back to the community through several organizations such as Zeta Phi Beta Sorority, Incorporated, Toastmasters International, International Association of Business Communicators, and the Urban League of Philadelphia. She currently resides in Philadelphia, PA with her husband Edward and their two children.



What They Say

Client Feedback

Talk about somebody being a MASTER in their field. Dionne is THAT! She is soft spoken but behind that is a POWERFUL VOICE and POWERFUL MESSAGE to flip the game in your business. She served us at the 5th Annual Sweatpants and Chill Retreat as a speaker and I was jealous that I (as the host) was not able to sit on her session. I highly recommend her as a presenter and looking forward to working with her soon.

LaTasha Briscoe

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Client Feedback

"Dionne has the ability to navigate complex audience questions with ease and provide practical branding insights.

She's proactive, solutions-oriented, and business-savvy, with a fierce intellect and deep empathy for others. Dionne's approach to instructional design is both thoughtful and creative, ensuring that content resonates with our participants.

**Tiffany Spraggins-Payne, MBA
Business Strategist**

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Client Feedback

Dionne was incredibly engaging. Her expertise and ability to connect with the audience made the session informative and enjoyable. Dionne's passion for empowering individuals to enhance their personal brands is evident in her work. I wholeheartedly recommend her to anyone seeking to elevate their brand messaging and professional presence.

Thank you, Dionne!

**Rachelle Leger
Psychologist
Professional Development Chair, Next Philadelphia**

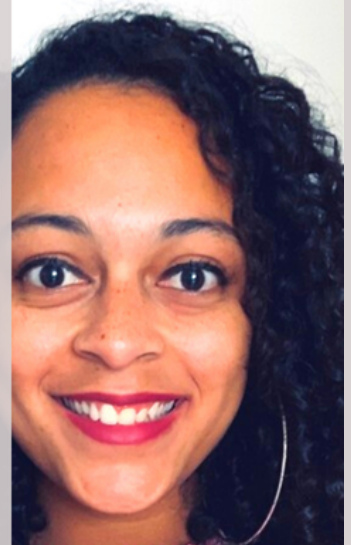
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"For years, I settled for a job that didn't maximize my potential. Dionne helped me see how my skills were a solid match for my next job, even down to the keywords to use in my resume and LinkedIn profile. Now, I get to spend my days doing the work I love and getting paid \$20,000 more to do it!"

REGINA JACKSON
WWW.WORKWITHDIONNE.COM



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Dionne's writing skills and ability to showcase one's unique qualities transformed my resume from ordinary to exceptional. Within a week's time of using my new resume, I secured two interviews, and recruiters are continuously reaching out to ME on LinkedIn!

DANISHA N. BAILEY
WWW.WORKWITHDIONNE.COM



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Dionne is thoughtful, personable, and dedicated to helping women launch their brands with confidence, clarity, and style.

**#GETNOTICEDNOW
#ALIGNANDSHINE**



More Brilliant Clients!

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I have had the pleasure of working with Dionne for the last 4 years - she's truly the GOAT at what she does! She's helped me return to the corporate world and increase my salary.

JANENE DAVIS-LLOYD
WORKWITHDIONNE.COM



Client Feedback

“Dionne’s knowledge and ability to convey information made the session highly informative and engaging. Her practical tips and interactive approach kept everyone involved and motivated. I highly recommend Dionne for any upcoming workshops.”

Marie Rose
CEO & Business Strategist

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”

Dionne helped me update my LinkedIn profile and gave strategies for presenting myself as a subject matter expert. I didn't know where to begin prior to our session - now I have the knowledge and confidence to move forward.

LENA ANDERSON
WORKWITHDIONNE.COM



Client Feedback

Dionne shared practical strategies for landing speaking engagements, content creation, branding, and speaker fee development. Her expertise energized the class, leaving students with insightful tips, tools, and takeaways. Her encouragement, reminding them that they are all thought leaders and that their stories are important, made a big impact.

Monica Pierre
Speaker | Award-Winning Reporter
Founder, Story Maker Academy

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"I'd worked with another resume writer...the result was a resume that was supposedly better for algorithms but was very disconnected from who I am and my expertise. Working with Dionne was so refreshing. My resume is now a reflection of who I am and the expertise that I bring to the table."

SONIA HAMLIN
WWW.WORKWITHDIONNE.COM



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I loved Dionne's open communication throughout the process and her ability to tell my story in a compelling way. She helped me to communicate my brand and how I serve others with clarity and confidence!

IMANI HAMILTON
WORKWITHDIONNE.COM



More Brilliant Clients!

meaning to update you. So I got a new job. I love it. I know I was able to get a chance for an interview based on my new resume you did for me. I went from making \$41-43 to now \$65k. I know it may not be a 6 figure job but I'm okay with that. Again thanks for your awesome skills.

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Dionne is a great thought partner and clearly understands branding. Her process allows the client to think deeply about goals to **develop actionable steps and get clarity** - and for me that's a game changer.

DAMIA THOMAS
EDUCATION CONSULTANT
MAY 2022 COHORT
THE IT FACTOR INTENSIVE
WORKWITHDIONNE.COM



I got a lot from the program! I have more insight into how to really use LinkedIn, and my business presence on LinkedIn has definitely received an upgrade.

PATRICE ANDREWS
SEPTEMBER 2021 COHORT
THE IT FACTOR INTENSIVE
WORKWITHDIONNE.COM



Client Feedback

"Dionne's session was absolutely phenomenal! She was so extremely knowledgeable and engaging. I couldn't help but ask a million questions and she had an amazing answer for each one of them."

Dr. Ronicka Briscoe
Educator | Coach | Consultant



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Client Feedback

I had the pleasure of collaborating with Dionne during the 10th Annual Women of Independence Women's Empowerment Conference, and she was phenomenal. Dionne has an exceptional ability to connect with audiences through her authenticity and engaging presentation style. Her expertise in personal branding shines through every word by empowering others to show up with confidence and clarity. She is a true professional and powerhouse speaker!

Devynn Gray
Population Health Specialist



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Client Feedback

Dionne was one of our incredible speakers for a leadership training program I participated in. She instructed on the topic of Personal Brand. She was warm, professional, and engaging. In addition to her thoughtful and empowering content, she also made an effort to facilitate questions and interaction among the session participants. I would love to have the opportunity to work with Dionne again in the future!

Alexis Langley
Nonprofit Advocate



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Talks & Topics

CORPORATE COMPANIES, ORGANIZATIONS,
PROFESSIONAL ORGANIZATIONS, ASSOCIATIONS,
COLLEGES & UNIVERSITIES

HOW TO TURN YOUR LINKEDIN PROFILE INTO A LEAD MAGNET

You've got a LinkedIn profile - now what? Don't let it just sit there and collect dust! Dionne will show you the simple steps you can take TODAY to attract prospects and increase your chances of landing your next big business or career opportunity. If you're tired of being passed by and are ready to stop leaving money on the LinkedIn table, you don't want to miss this session!

GET IN THE GAME: KEYS TO BOOSTING LINKEDIN ENGAGEMENT

Now that you've learned how to attract the right prospects to your LinkedIn profile, it's time to learn the ins and outs of the platform, so that you can really show off the goods. This session is great for professionals who want to give their online presence a boost, using the world's largest professional networking site.

HOW TO BECOME A THOUGHT LEADER

You're an expert - yes, you! Becoming a thought leader is a key attribute in humanizing your brand and creating authentic long-term professional relationships. Learn how to spark intriguing dialogue within your industry, share insights, provide real value, and make connections that can work wonders for your professional trajectory.

HOW TO GET ON STAGES (THE KEY TO O.P.P.)

It's been said for decades that many people fear public speaking more than they fear death. But the benefits outweigh the obstacles! Becoming a regular public speaker is a sure-fire way to catapult your brand authority, grow your platform, and help boost your career. If you're ready to learn how to secure speaking engagements and reach O.P.P. (other people's people) - this session is for you!

BEYOND THE BUSINESS CARD: MAKE NETWORKING COUNT!

Networking isn't just about collecting business cards; it's about building genuine relationships that can propel your career/business forward. This session will help shift your approach to networking, moving beyond superficial interactions to create meaningful connections. Learn how to identify your networking goals, target the right people, craft a compelling introduction, and cultivate relationships that benefit both parties. We'll explore effective online and offline networking strategies, including how to leverage social media, attend industry events, and follow up effectively. Walk away with a personalized networking plan and the confidence to build a powerful professional network.

Connect with Dionne to discuss these or other customized options for your next training or event!

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Social Media: @workwithdionne



Talks & Topics

CORPORATE COMPANIES, ORGANIZATIONS,
PROFESSIONAL ORGANIZATIONS, ASSOCIATIONS,
COLLEGES & UNIVERSITIES

3 SECRETS TO LANDING YOUR DREAM CAREER

Having the right career strategy and tools can propel your brand! Ideal for mid- to senior-level professionals, career strategy content can be custom-curated to cover a variety of topics including: **Goal Mapping, Resume Writing, Interview Prep & Research; Developing an Interview Strategy, Interview Follow-Up; and Negotiation Tips.**

FROM INNER BRILLIANCE TO SIGNATURE SPARK: PERSONAL BRANDING BASICS

Some call it talent, grace, charm, authority, drive, passion, or a gift. It's that thing that only you can do oh so well - it's your SIGNATURE SPARK! Learn the basics of personal branding, why it's important for your career or business, and how to begin uncovering those qualities that make you THE go-person in your industry.

ACE THAT INTERVIEW! (INTERVIEW SKILLS & STRATEGIES)

Time to stand out from the competition! Discover techniques and strategies needed to confidently navigate various interview formats and land that dream job. We'll cover common interview questions, the STAR method for showcasing your experience, and how to make a lasting impression.

THE PERFECT PITCH

"So, tell me about yourself?" Do you stumble over your words when responding to this statement? You LITERALLY have just a few seconds to make a good impression with your prospects, so you make it count! I'll show you how to develop the perfect personal brand statement that makes you an interesting and compelling candidate in the marketplace.

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Corporate Clients



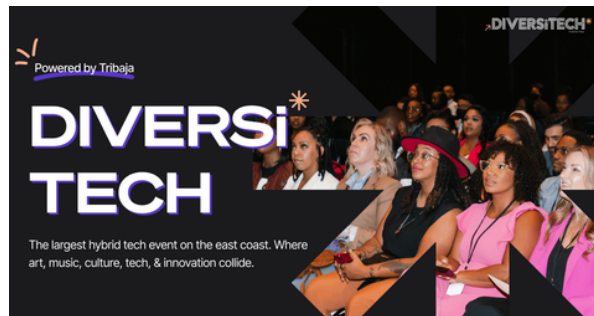
National Association of Health Services Executives
Greater Boston Chapter



Tribaja



EASTERN UNIVERSITY



Urban League of Philadelphia



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