ABOUT AWE LUV MEDIA

Awe Luv is a media company that creates content to make people feel joy, think critically and compel them to take action that leaves this world better than they found it. The company is led by our founder and CEO, Luvvie Ajayi Jones.

Our purpose is to embolden people to be as audacious AF and use that boldness in service of the world.

Awe Luv is a place where we prioritize ACTion (Authenticity, Courage and Truthsaying). That means we want you to show up as your full self, do scary shit and be honest always.

Emboldening Empire.
Loaner of Courage.
Platform of Power.
Homeland of Humor.
Advocate of Audacity.
Aficionado of Authenticity.
Curator of Community.

A noted writer, she is published in several anthologies, and her work has been featured in outlets such as NPR, Forbes, Inc, Fortune, Chicago Tribune, and more. Luvvie was also featured in the Netflix documentary, *She Did That*, which showcases Black female entrepreneurs. An 18-year blogging veteran, Luvvie writes on *AwesomelyLuvvie.com*, covering all things culture with a critical yet humorous lens.

Luvvie is an internationally recognized speaker whose thought leadership on culture, authenticity, and disruption enables transformative action. She has appeared on stages for some of the world’s most innovative and disruptive brands, such as Google, Facebook, Microsoft, Twitter, and Nike. She’s been a featured speaker at noted conferences such as: Cannes Lions, SXSW, Leadercast, 3% Conference, and MAKERS Conference. Her renowned TED talk “Get Comfortable with Being Uncomfortable” has over 8 million views, has been transcribed into 23 languages, and has placed her in the Top 1% of TED Talks of all time. Luvvie is the host of a podcast of the same name as her book, *Professional Troublemaker*.

As a veteran marketer and digital strategist, Luvvie is adept at creating campaigns that make impact and rise above the noise. Luvvie created *Black Business Luvv* (#BlackBizLuvv) in August 2021 and infused nearly $500,000 of sales into Black businesses for Black Business Month. In 2020, Luvvie was co-creator of #ShareTheMicNow, a campaign that magnified the voices of brilliant Black women. She also created *LuvvNation*, a platform to build community, find courage, and get life and career cheat codes.

Born in Nigeria, bred in Chicago and comfortable everywhere, Luvvie enjoys laying around in her plush robe, eating a warm bowl of jollof rice in her free time. Her love language is shoes.

*Her love language is shoes. Her superpower is her side-eye.*
Luvvie Ajayi Jones is known for her trademark wit, warmth, and perpetual truth-telling. But even she’s been challenged by the enemy of progress known as fear. She was once afraid to call herself a writer, and nearly skipped out on doing a TED talk that changed her life because of imposter syndrome. As she shares in Professional Troublemaker, she’s not alone.

We’re all afraid of asking for what we want because we’re afraid of hearing “no.” We’re afraid of being different, of being too much or not enough. We’re afraid of leaving behind the known for the unknown.

The point is not to be fearless. It is to know we are afraid and to charge forward regardless, to recognize the things we must do are more significant than the things we are afraid to do. This book shows you how she’s done it, and how you can, too.
Luvvie Ajayi Jones, the internet's go-to source for smart takes on pop culture, presents lessons and side-eyes on life, culture, social media, and fame. *I'M JUDGING YOU: The Do-Better Manual* is her debut book of humorous essays that dissects our cultural obsessions and calls out bad behavior in our increasingly digital, connected lives. *I'm Judging You* is the handbook the world needs, doling out the hard truths and a road map for bringing some "act right" into our lives, social media, and popular culture.

**Published by Henry Holt & Co. on September 13, 2016**

Featured in the *New York Times, Redbook Magazine, Essence Magazine, Good Housekeeping, Forbes, Chicago Tribune, Huffington Post* and more!

+ #1 *Washington Post* bestseller
+ #5 *New York Times* bestseller
+ NPR’s best books of 2016
+ 2017 Audie Award for Best Humor Book - Audio Publishers Association
+ BookRiot “100 Must-Read Hilarious Books
+ Goodreads Choice Awards Finalist

For more information, visit *ImJudgingYouBook.com*
In this young readers edition of her *New York Times* bestseller *Professional Troublemaker*, Luvvie Ajayi Jones uses her honesty and humor to inspire teens to be their bravest, boldest, truest selves, in order to create a world they would be proud to live in.

The world can feel like a dumpster fire, with endless things to be afraid of. It can make you feel powerless to ask for what you need, use your voice, and show up truly as your whole self. Add the fact that often, people might make you feel like your way of showing up is TOO MUCH. BE TOO MUCH, and use it for good. That is what it means to be a troublemaker. In *Rising Troublemaker*, Luvvie Ajayi Jones – bestseller of books, sorceress of side-eyes and critic of culture – gives you the permission you might need to be the troublemaker you are, or wish to be. This is the book she needed when she was the kid who got in trouble for her mouth when she spoke up about what she felt was not fair. This is the book she needed when kids made fun of her Nigerian accent. This is the book that she needed when it was time to call herself a writer, but she was too scared.

*Releasing May 2022*

For more information, visit RISINGTROUBLEMAKER.COM
Luvvie connects with her audience through her curated social network, **LuvvNation**. LuvvNation is a community created by Luvvie Ajayi Jones to build community, find courage, and get life and career cheat codes. LuvvNation empowers and encourages people and Professional Troublemakers to live your best, audacious and authentic life. Imagine the best business conference with the LIT afterparties where you meet four new girlfriends you start a group chat with. That's the energy of LuvvNation.

LuvvNation launched on Mighty Networks on April 1, 2019 and was re-launched in September 2021.
Creating a life that is audacious, bold and whole takes courage, and hundreds of thousands of listeners across the globe have found that inspiration through the Professional Troublemaker podcast.

Each week, through the thought-provoking conversations Luvvie has with her guests - people who have blazed trails in their industries, and made the BEST type of trouble - her listeners find the hope and inspiration they need to do the same.


Started in February 2018, the podcast has over 3 million downloads, was chosen as “New & Noteworthy” by Apple Podcasts and featured in their “BOLD WOMEN” collection. It was also nominated for an NAACP Image Awards in the “Outstanding Society and Culture” category. Spotify chose the podcast as a “featured podcast”, and NPR’s Michel Martin chose it as a “Must Listen.”

TOTAL DOWNLOADS 3.1 Million
MONTHLY LISTENERS 60,000+
Created in August 2021, #BlackBizLuvv set out to fund and amplify Black businesses, which are often under-appreciated, under-mentored and underfunded.

The campaign highlighted 35 companies, across multiple product categories (skincare, fashion, tech, jewelry, home décor, candles and more). In just a month, #BlackBizLuvv infused over $500,000 into their revenues through organic amplification.

Historically, Black businesses have faced systemic barriers and hurdles that prevent them from being established and growing at the same rate as their counterparts. When we intentionally support small, Black businesses, it’s a form of economic justice.
On June 10, 2020, 54 Black women took over the Instagram feeds of 54 white women with large platforms. That day, the 300 million people who followed those white women listened to Black women. The day of action has now garnered over 20 billion impressions.

Founded by Bozoma Saint John, Luvvie Ajayi Jones and Glennon Doyle, #SharetheMicNow became a movement.

The intention of this campaign was to magnify Black women and other marginalized voices. When the world listens to women, it listens to white women. For far too long, Black women’s voices have gone unheard, even though they’ve been using their voices loudly for centuries to enact change. Today, more than ever, it is NECESSARY that we create a unifying action to center Black women’s lives, stories, and calls to action. Through the campaign, the founders aimed Black voices working toward change in America’s racist systems and reaching an audience they previously hadn’t.
Luvvie has a highly-engaged audience that is young, educated, technologically-savvy and socially conscious — AND they love all things TV and social media.

Audiience Demographics

- **Women**: 74%
- **Men**: 26%
- **Ages 22-44**: 52%

Social Media Reach as of Feb 2022

- Facebook: 336K Followers
- Instagram: 482K Followers
- Twitter: 254K Followers
- Text Subscribers: 16,000 Followers
- Newsletter Subscribers: 70,000

Luvvie is verified across all her social channels.
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<tr>
<th>Award</th>
<th>Category</th>
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<td>Badass 50</td>
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<td>Oprah Winfrey Network</td>
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<td>50 Most Influential Women</td>
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<td>Marie Claire Magazine</td>
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<td>Influencer of the Year</td>
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LET’S WORK TOGETHER

Luvvie partners with brands for campaigns that are mutually beneficial, organic and that her audience will respond to and engage well with. She’s worked with Nike, P&G/MBIB, Consumer Reports, AARP, HGTV, BET, Comcast, Nielsen, Target, AT&T, Hallmark, Toyota, Netflix and more.

CONNECT WITH LUVVIE FOR:

+ Advertising and marketing campaigns
+ Brand ambassadorships and strategic partnerships
+ Hosting events, panels and speaking engagements
+ Keynotes and TED-style talks
+ Consulting and coaching (on creative and/or social media strategy and campaigns; on company culture and/or diversity and inclusion initiatives)
FEATURED PARTNERSHIPS

- HBO
- Nike
- McDonald’s
- HISTORY
- Toyota
- Netflix
- AT&T
- Comcast
- Xfinity
- My Black is Beautiful
- HGTV
- Shoebox
- Mattel
- Nissan
- Chevrolet
- NBC
- BET
- Bounty
- Nielsen
- Sorel
- Coca-Cola
Luvvie is a sought-after speaker with over a decade of experience presenting on blogging, branding, social media, digital marketing, online advocacy/activism and more. She is also often tapped to speak on facing your fears, as her journey is the perfect example. The University of Illinois alum has keynoted at major conferences and at universities such as:

+ TEDWomen
+ NTEN Conference
+ Massachusetts Conference for Women
+ Microsoft Inspire
+ SXSW
+ The Center for Association Leadership
+ BlogHer Conference
+ Altitude Summit
+ University of Iowa
+ Ohio Women's March
+ Publicis Groupe

Luvvie prepares and presents custom keynotes and workshops to match the theme and focus of your corporate event.

SIGNATURE TOPICS:

+ Speaking Truth to Power
+ Using Social Media for Social Good
+ Creating Authentic Brand Stories
Luvvie is known for her ability to drive and sustain interesting conversations online and in person. Her energy is unmatched, making her an ideal host, moderator, panelist and interviewer.

**EVENTS LUVVIE HAS PARTICIPATED IN INCLUDE:**

- Ted Lasso SAG-AFTRA event (December 2021, February 2022)
- AdColor (September 2019)
- Chicago Ideas Week (October 2018)
- 3% Conference (November 2017)
- MBIB “Squad Up” Dinner (June 2017)
- TIDE Conference (June 2017)
- AT&T Black Enterprise Women of Power Summit Influencer Dinner (March 2017)
- Democratic National Convention Live (July 2016)
- OWNTV’s Greenleaf Premiere Red Carpet (June 2016)
- Ms. Foundation’s Gloria Awards After Party (May 2015 and 2016)
- AT&T’s 28 Days Podcast Series (February 2016)
CONTACT

For more on Luvvie’s work, experience and projects, visit Luvvie.org

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