

# 2017 MEDIA/SPEAKER KIT



## Daveia Odoi

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Artist/Illustrator  
Business Owner  
Branding Strategist  
Trainer & Speaker



[www.daveiaodoi.com](http://www.daveiaodoi.com)

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## Professional Bio

**Daveia Odoi is a professional illustrator, graphic designer and branding consultant with 10+ years of experience in tailoring great design for greater returns.**

Through her company, DNT Dynamite Design LLC, Daveia provides branding design and commercial illustration services to businesses and individuals looking for high quality visuals to attract, engage and convert their ideal client.

She's also the creator of "The DynaSmiles" which is her original collection of happy art found on products sold in the US, UK and Ghana (West Africa) and has been highlighted by Essence, BET and Black Enterprise.

When not creating, Daveia shares her knowledge by teaching design and brand building strategies to fellow creatives looking to maximize & monetize their artistic gifts through her blog found at [www.VisualBrandingAdvisor.com](http://www.VisualBrandingAdvisor.com)

She also participates in various business training events as a speaker, panelist and workshop facilitator focusing on the importance of visual branding as it relates to business success and producing products that sell.

Daveia holds a master's degree in Graphic Communications Technology Management from Kean University and a bachelor's degree in Information Technology from Rutgers University.

Still, she's most honored to serve as wife and mother to her amazingly supportive family in Franklin Park, New Jersey.



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## Short Bio

**Daveia Odoi is a professional illustrator, graphic designer and branding consultant with 10+ years of experience in tailoring great design for greater returns.**

She's the owner of DNT Dynamite Design, LLC; a full service branding & illustration studio based in Franklin Park, NJ. She's also the creator of "The DynaSmiles" which is her original collection of happy art sold in the US, UK & Ghana (West Africa) and has been highlighted by Essence, BET and Black Enterprise.

When not creating, Daveia shares her knowledge by teaching design and brand building strategies to creatives as well as speaks publicly on the importance of visual branding at various business training events.

# What Is Branding?

I like to think about branding as the imprint left behind; the physical proof that something/someone was here.

The term “branding” in the business sense is the strategic method used by companies to stay in the forefront of their customer’s memory at all times because doing so has a direct impact on sales.

This is why branding initiatives are typically led by a company’s marketing department and engulf a huge percentage of the company’s budget. Without it, companies will eventually lose customers, lose money, and therefore, will have to close business.

**When speaking at your event, I will drive home the importance of visual branding in business success.**

## Brands I’ve Worked With



designergreetings



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## Speaking/Workshop Topics

- ✓ **5 REASONS WHY YOUR BRANDING IS SINKING YOUR BUSINESS AND HOW TO SAVE IT**  
**Visual Branding Training for Business + Workshop Materials**
- ✓ **TAKE THE BRAND CLARITY CHALLENGE**  
How to effectively define & present your message to attract the right clients to your business  
**Brand Clarity Training for Business + Workshop Materials**
- ✓ **MAKE IT SEXY - VISUAL BRANDS THAT P.O.P.**  
How to create a brand that's personal, outstanding and profitable  
**Visual Branding Training for Business**
- ✓ **PROFIT PROOF YOUR CREATIVE BUSINESS**  
Tips for making dollars and sense in your business so you can get back to your craft  
**Business Training for Creatives & Entrepreneurs**



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## Testimonials

Daveia is extremely talented and a top professional. We hired her to create multicultural imagery for an interactive web site at UnitedHealthcare and we were extremely pleased with the outcome of her work. Her artistry was fun and inventive, and it really resonated with our audience. We enjoyed working with her and look forward to hiring her again for another business project.

--Corliss Hill

*National Marketing Director, UnitedHealthcare*

I am pleased to share my recommendation of Daveia Odoi. As the co-chair and part of the Rutgers University African American Alumni Alliance (RAAA) web development team, we asked to work with Daveia for her vast experience and expertise with re-casting the identity and re-establishing the brand of the RAAA amongst Rutgers's world-wide African American alumni community. Working with Daveia was a pleasure. She made the website and the team look great!

--Dallas Grundy

*Vice Dean, School of Law at University of Pennsylvania*



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## 2017 Speaking Rates\*

Inquire further for details.



### TRAVEL ACCOMMODATIONS

Airfare (for two) or Car Rental  
Ground Transportation including Gas & Tolls  
Meals and Gratuities

### ALLOWANCES (PROMOTION AND/OR SELLING)

The DynaSmiles Products (phone cases, t-shirts, mugs, etc)  
DNT Dynamite Design Services (graphic design & illustration)  
Design Mentoring & Creative Business Training (courses & consultations)



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## Contact

Daveia Odoi

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## Websites

[www.daveiaodoi.com](http://www.daveiaodoi.com)

[www.visualbrandingadvisor.com](http://www.visualbrandingadvisor.com)

[www.dntdynamite.com](http://www.dntdynamite.com)

[www.thedynasmiles.com](http://www.thedynasmiles.com)

## Social Media Stats

@DaveiaOdoi



282



564



1.6K

@TheDynaSmiles



3.4K



742



21.8K