



# DIONNE WATTS-WILLIAMS

*Brand Messaging  
Maven*

HELPING BRILLIANT BLACK  
WOMEN COME OUT OF  
PROFESSIONAL  
OBSCURITY

**MEDIA KIT**

[WWW.WORKWITHDIONNE.COM](http://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.

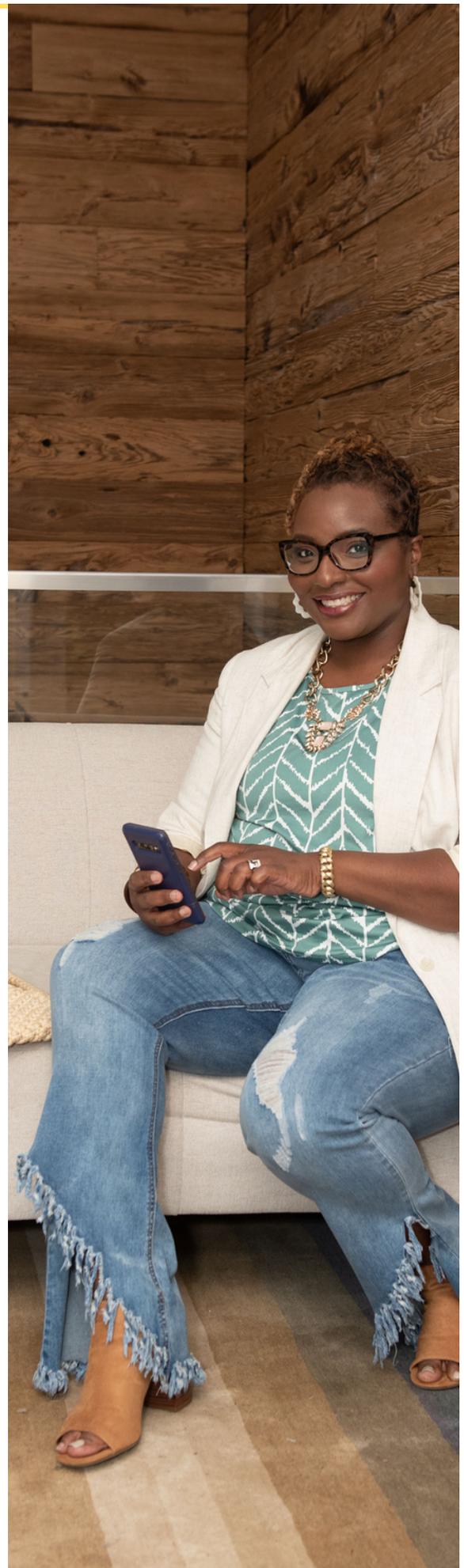
Being laid off from her six-figure job when she was five months pregnant and at the height of her corporate career left her feeling lost and devastated. But that "rock bottom" experience made her rededicate herself to her God-given abilities, and vow to never let anyone take her for granted or cause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

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I hired Dionne to design a website, including content, for one of my clients. She did an excellent job! The finished product was attractive and communicated my client's message very effectively. Without question, I would hire her again.

**MYLENA SUTTON**

[WWW.WORKWITHDIONNE.COM](http://WWW.WORKWITHDIONNE.COM)



”

Dionne was instrumental in adding legs and feet to a body of work that sat dormant for a while. With Dionne's expertise for writing and capturing my vision, we were able to successfully develop multiple pages of content for my website. Dionne also gave my bio a much needed makeover.

**TASHIMA WALLER**

[WWW.WORKWITHDIONNE.COM](http://WWW.WORKWITHDIONNE.COM)



”

"Dionne delivers results! I've used her for resume writing and cover letter services twice in the last few years. I always receive quality and well-written documents that capture the breadth of my experience and communicate to employers the value I bring to the table. I appreciate Dionne's candor, and the care she put into creating and revising my resume."

**WENDY D. MCINTYRE**

[WWW.WORKWITHDIONNE.COM](http://WWW.WORKWITHDIONNE.COM)



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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](http://WWW.WORKWITHDIONNE.COM)



”

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](http://WWW.WORKWITHDIONNE.COM)



”

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

**#GETNOTICEDNOW  
#ALIGNANDSHINE**



# More Brilliant Clients!

”

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



”

I worked with Dionne after I was laid off in 2020. She did an awesome job of learning about my industry and highlighting my skill set. I'm thankful for her expertise.

**RICHELLE WILSON**  
WORKWITHDIONNE.COM



”

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



”

Dionne is wonderful! She provided professional and stellar service, and offered great insight and tips on highlighting things that I had previously overlooked. I love my media kit!

**EVANGELIST  
TERALEEN CAMPBELL**  
WORKWITHDIONNE.COM



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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



”

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.

WORKWITHDIONNE.COM

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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



”

This program has helped me gain a **new level of confidence**. I also learned more about myself. Her assignments led to **critical thinking and soul searching**. I learned to **narrow my niche**. Thank you Coach Dionne for the opportunity!

KAREN BROWN  
CERTIFIED HEALING TRAUMA COACH  
IT FACTOR INTENSIVE  
(JANUARY 2022 COHORT) &  
IT FACTOR ACCELERATOR  
(MARCH 2022 COHORT)  
WORKWITHDIONNE.COM



”

With Dionne's assistance I gained more network connections, and landed more interviews on LinkedIn. I highly recommend Dionne if you are interested in investing in your personal brand.

DEIRDRE GARRETT-SCOTT  
SENIOR ADVOCACY  
PROFESSIONAL  
WORKWITHDIONNE.COM



”

Dionne worked on my resume and LinkedIn profile a few years ago. Her knack for details is top notch; close to perfection. She is very professional and I always refer her to family, friends, and associates. I plan to hire her again to upgrade my resume, LinkedIn page, business plan, personal branding techniques, preparation for public speaking and website content. Yes, she is

that good!  
LASHAWN D. JACKSON  
WORKWITHDIONNE.COM



# 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, Engagement Tips

Key LinkedIn features

Producing Great Content

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!

**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,  
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COLLEGES & UNIVERSITIES

## CAREER STRATEGY

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.**

## UNCOVERING YOUR "IT FACTOR"

Some call it talent, grace, charm, authority, drive, passion, or a gift. It's that thing that only you can do oh so well. That IT FACTOR! 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.

## 3 SECRETS TO LANDING YOUR DREAM CAREER

There are common mistakes many people make in the quest for their dream job. In this session, I'll uncover how to get your foot in the door for the job of your dreams; what mistakes to avoid when applying for positions; and how to catch the attention of recruiters.

## THE PERFECT PITCH

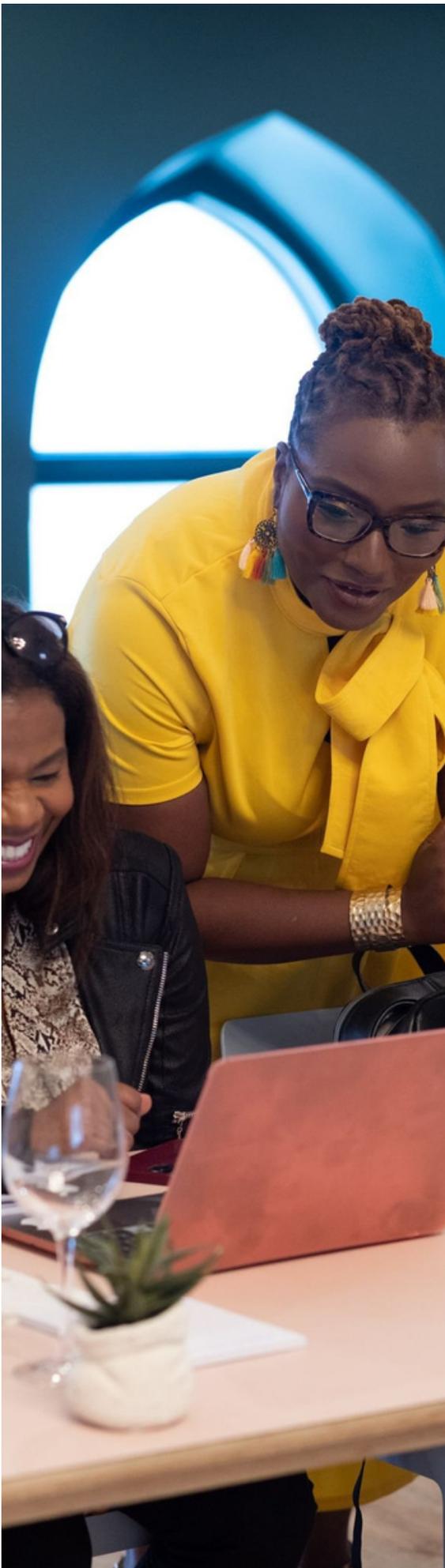
"So, tell me about yourself?" Do you stumble over your words when responding to this statement? You LITERALLY have just a few seconds to make a good impression with your prospects, so you make it count! I'll show you how to develop the perfect personal brand statement that makes you an interesting and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

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

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

Social Media: @workwithdionne





# Corporate Clients



National Association of Health Services Executives  
Greater Boston Chapter



# As Featured In...

SHOUTOUT ATLANTA

sheconfidential  
conversations for women

THE IMPERFECT MOMPREENEUR COACH PODCAST

Brand Messaging & Positioning... Tell Your Story through Content

with Brand Messaging Consultant  
Dionne Watts-Williams



ONVINYECANIKE.COM

Check it out..



My interview on The Imperfect Mompreneur Coach Podcast!

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

Social Media: @workwithdionne

