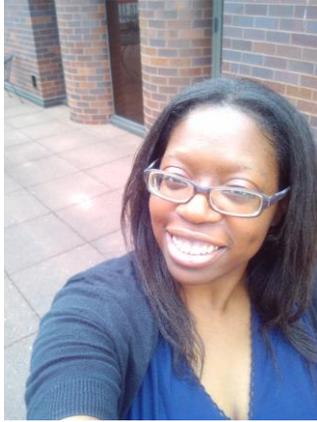


LELA WINSTON

PRESS KIT



Lela Winston, Media Strategist

Lela Winston is a media and communications strategist and professional writer. She is passionate about working with SMEs, entrepreneurs, artists, and underrepresented groups in the field of media and communications. A graduate from the prestigious Annenberg School of Journalism at **the University of Southern California**, Winston graduated with a bachelor of arts degree in **Broadcast/Electronic journalism** and a minor in **international relations**.

Winston worked in marketing and sales in the mortgage data industry early in her career out of college. It helped her to solidify the connection between media and marketing that is now embodied in the field of social media. Winston is also a freelance journalist and an avid volunteer.

A passion for international work and developing nations spurred her minor in International Relations which has enabled her to work across a number of cultures and to support international communications and media initiatives. Winston is also a strategic consultant relating to business, marketing, trade and branding. She is also a social media strategist, photographer and ad/digital graphic designer.

Winston is a passionate supporter of African, Asian and Latin American economic initiatives that bolster economic security. She is an avid proponent in helping Africans of the Diaspora reconnect with Africans on the Continent of Africa for cultural and business initiatives. She also participates in African immigrant support mechanisms to help new Africans acclimate to US life. Winston is also actively seeking partners and opportunities to support initiatives on the African continent through government, business and partnership. She also has a keen interest in Asian and Latin American business and culture. She would be happy to support a developing economy as a strategist, advisor or trainer.

In her work, Winston has worked and volunteered with the following organizations, companies, entities, or governments:

<i>Lending Tree LLC</i>	<i>PBS American Promise</i>	<i>Condo Loft Real Estate Blog</i>	<i>ZOHtv – African Culture, Tourism, Roots, History</i>
<i>Hong Kong Trade Development Council</i>	<i>TDS Business Solutions</i>	<i>Capitol Standard Magazine</i>	<i>AIR Foundation – African Immigrant and Refugee Foundation</i>
<i>Enroll America</i>	<i>TEDxMidatlantic</i>	<i>The People’s Republic of China (PRC)</i>	<i>Mayor’s Office on African Affairs (Washington, DC)</i>
<i>BBC (British Broadcasting Corp.)</i>	<i>Hong Kong Association of Southern California</i>	<i>African Trumpet Newspaper (Ghana)</i>	<i>Advisory Neighborhood Commission (Washington, DC)</i>
<i>National Organization of Concerned Black Men</i>	<i>US White House</i>		

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