

DR. SHEKINA FARR MOORE

@BLAHTOFIERCE
@B2FGIRLS



SHEKINAMOORE.COM
B2FGIRLS.ORG
TRAINTOCOACH.COM

MEDIA KIT

ABOUT DR.

GENDER ADVOCATE
MASTER CERTIFIED COACH
GIRLS EMPOWERMENT
NON-PROFIT FOUNDER
PUBLISHER
AUTHOR
SPEAKER

WHAT SHE DOES

- TRAINS & CERTIFIES COACHES
- TRAINS COACH TRAINERS TO LAUNCH THEIR OWN ACADEMIES
- ACCREDITS ACADEMIES
- LAUNCHES GIRLS PROGRAMS
- ADVOCATES FOR GIRLS

EDUCATION

ED.D 2016 NC STATE UNIV
ED.S. 2009 NC STATE UNIV
MSA 2004 NC CENTRAL UNIV
B.A. 1999 NC CENTRAL UNIV

BRANDS

- B2F GIRLS
- BLACK REINS MAGAZINE
- LITERACY MOGULS PUBLISHING
- INTERCONTINENTAL COACHING INSTITUTE
- ZOOM CON
- TWEEN STAR AWARDS

SOCIAL MEDIA

@SHEKINAMOORE
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@BLACKREINS @B2FGIRLS



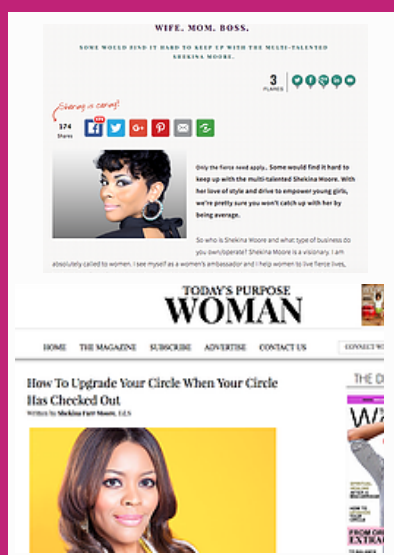
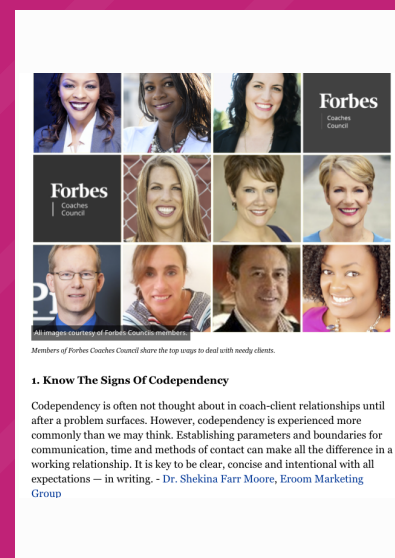
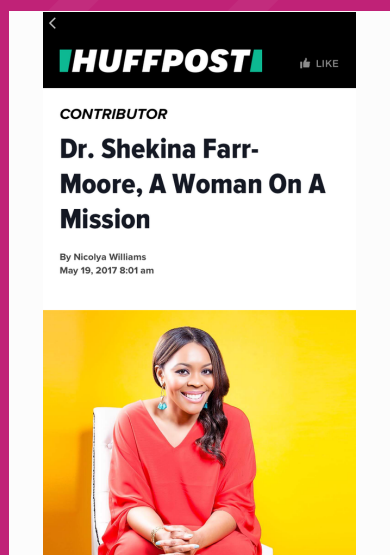
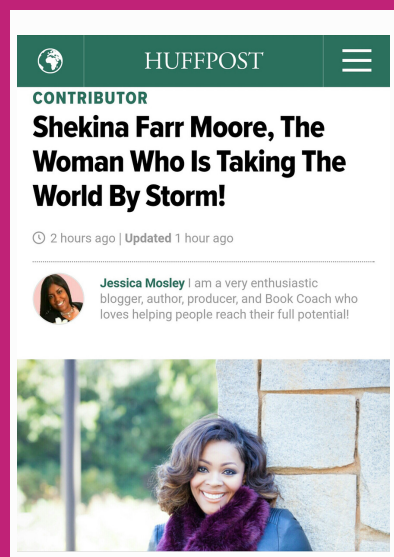
DID YOU KNOW?

In 2015, Dr. Moore was named among Atlanta's "Who's Who" and was recognized as one of "52 Empowering Women Who Empower Girls" in 2014. She has been featured for her work in gender advocacy by many publications, including Connected Woman Magazine and The Huffington Post.

Dr. Moore is a member of Lean In Atlanta, the National Association for Multicultural Education and the National Association of Professional Women. She resides in Atlanta, GA with her husband and two children.

MEDIA KIT

AS SEEN IN Forbes



B2F GIRLS FOUNDER, DR. SHEKINA FARR MOORE

MEET THE WOMAN BEHIND THE BRAND

Empowering women to empower girls



Her Blah to Fierce movement is empowering women and girls around the country to move from mediocre stagnation to MAGNETIC!

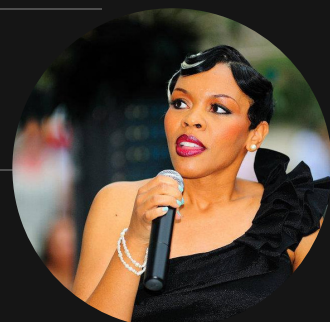
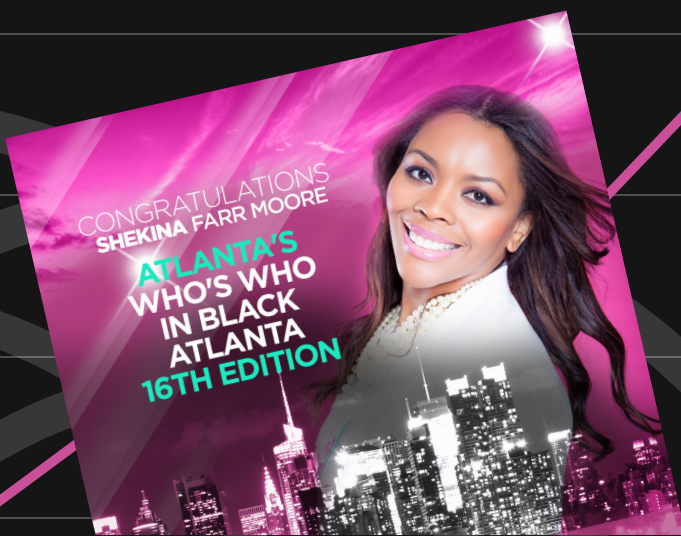
Dr. Shekina Farr Moore, Ed.D., is an Author, Publisher, Gender Advocate and Master Certified Coach (MCC). She is also Co-CEO of Eroom Marketing Group, an empowerment parent company that oversees Intercontinental Coaching Institute, Literacy Moguls Publishing, Black Reins Magazine, ZOOM CON (featured on the White House's United State of Women in 2016) and her Non-profit, B2F Girls Worldwide- a gender empowerment incubator that produces advocacy initiatives, campaigns and events.

She has spoken out against gender oppression and disempowerment since 1992, penning her first published article, "Blocking Out the Gender Gap", while a high school student. This article garnered the attention of the National Press for Women. She is also the author of nine empowerment books including: Blah to Fierce; Beautiful, Big-boned and Brown; Black Girls Hear; and co-author of When Dark Chocolate is Bittersweet: Controversy Within A Culture.

A member of the distinguished Forbes Coaches Council, Dr. Moore has received many national and community awards for her work with social justice and gender advocacy, including the Volunteer Service Award signed by President Barack Obama and a standing ovation and read resolution by the GA House of Representatives

AWARDS & ACCOMPLISHMENTS

- Recipient of the Barack Obama Presidential Award in 2014
- Recognized by the GA House of Representatives
- Honored with a read House Resolution in 2016
- Member of the distinguished FORBES Coaches Council
- Listed among Atlanta's Who's Who 2016 + 2017
- Named one of 52 Empowering Women Who Empower Girls in 2014
- Received the Pretty Chics Conference Humanitarian Award, 2015
- Recipient of the WEN Conference Diamond Leadership Award
- Honored with the 100 Black Women's Women in Leadership Award in 2015
- Conferred her doctorate and superintendent's license in 2016
- Featured in FORBES (July 2017): "Get Your Time Back: 11 Ways You Can Better Handle High-Maintenance Clients"
- Was a featured story in the Huffington Post in 2016 & 2017



DR. SHEKINA
FARR MOORE

HER NONPROFIT B2FGIRLS

Empowering women to empower girls



STATISTICS

WHY SELF-ESTEEM TRAINING– DID YOU KNOW?

More than **90%** of girls – 15 to 17 years – want to change at least one aspect of their physical appearance, with body weight ranking the highest.

80% of children who are 10 years old are afraid of being fat.

7 in 10 girls believe they are not good enough or do not measure up in some way including their looks, performance in school and relationships.

6 in 10 girls avoid participating in fundamental life activities because of concerns about the way they look.

ABOUT B2F GIRLS!

MISSION

B2F Girls! is on a mission to equip girls nationally with healthy self-esteem so that they can be the best version of themselves. When this happens, everyone benefits.

VISION

B2F Girls! will empower one million girls with healthy esteem in the next five years.

WHAT WE DO

B2F Girls! does 2 things:

1. Empower girls with esteem
2. Empower women to empower girls with esteem



HOW WE DO

B2F Girls! offers a robust certification program and training intensive, complete with resources, implementation guides and support for women who have a calling to mentor girls.

B2F Girls! produces national female empowerment events, workshops and conferences.

*"Thank you for doing amazing things in the community and for **inspiring other women** who aspire to inspire our young girls and women."*

--Kenjdra Glapion-Langston, Elegant Strategic Marketing



www.B2Fgirls.org

WORKSHOPS | CONFERENCES | PRESENTATIONS | SPEAKING

AVAILABLE FOR MIDDLE SCHOOLS, HIGH SCHOOLS, CHURCHES, NON-PROFIT ORGANIZATIONS, AND COLLEGES

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B2F Girls! School Programs & Partnership Opportunities

B2F's "Empowered with Self Esteem" workshop series helps youth work on improving their lives from the inside out. Our training programs, workshops and presentations teach people that healthy self-esteem is the foundation for success in life. Our program employs a self-esteem based approach to training that encourages self-discovery. Our interactive workshops combine exciting presentations by our expert staff with experiential activities and discussion to engage workshop participants in cooperative learning.

WORKSHOP TOPICS

The Foundations of Self-Esteem
Resume Building
Entrepreneurship 4 Youth
Entrepreneurship Girlz Edition
Financial Readiness
I Love Me More
Dress 4 Success
I'm Worth the Wait
Vision Board Party

YOUTH OUTCOMES

Making good decisions
Avoiding negative behaviors
Managing anger and stress
Maintaining good health practices
Developing personal and career goals
Setting priorities
Communicating effectively

Working with people in positions of authority
Working cooperatively with others
Developing a network of support
Becoming an effective advocate for one's self
Resolving conflicts
Developing & maintaining positive relationships
Developing self-respect and self-worth



*"Thank you for presenting "Your Greatest Competitor" workshop session at the Hyped For Education Conference. From the feedback that we've received, your session was a great success and we appreciate your valuable contributions to the conference. As you know, efforts were made to **impact all youth** during each session, and I believe that with your help, we've accomplished this task. Your passion, dedication, and experienced speaks volumes and your connection with the youth is something that can only be heartfelt and not bartered. I will highly recommend your session to several entities within the youth development sector. Lastly, I would like to extend an invitation to you for your continued involvement with the Hyped For Education Conference. I think that your session would be an asset as we expand our conference into more isolate areas to broaden our impact. Thank you again for your participation and we hope to see you again next year!"*

--Bob Mackey, Empowering Choices, Hyped for Education Conference

PAST SPEAKING PLATFORMS

North Carolina Central University | University of Georgia | Georgia Tech | North Carolina State University | Cobb County Schools
Griffin-Paulding County Schools | Boys & Girls Club | Prayer Tower Ministries | Greater Love Christian Community Church

PAST CONFERENCES

Women's Center Conference NCCU | Human Sex Trafficking Conference
Diamonds & Pearls Mother/Daughter Conference | Young Women's Conference
Hyped for Education Conference | Heart-2-Heart Mother Daughter Retreat

KEYNOTE/PRESENTATION TOPICS

Smart is the New Pretty | Facing Your Greatest Competitor
Media & Girls | Social Media Responsibility
The Art of Code Switching



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Empowering women to empower girls



Certification for WOMEN WHO MENTOR GIRLS WHY B2F GIRLS EMPOWERMENT CERTIFICATION?

After our first successful year of workshop implementation, we began to notice we were receiving an influx of women from various parts of the country asking how they could implement a similar program for the girls in their communities. It was then that we recognized a gap that required a systematic and accessible way of providing the training we were already offering. This made way for the launch of B2F Girls!



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Empowering women to empower girls

Credentials

BA, French, North Carolina Central University
MSA, School Administration, North Carolina Central University
EdS, Educational Leadership & Supervision, North Carolina State University
EdD, Educational Leadership & Supervision, North Carolina State University
Life Coach Certification, International Instruction of Coaching Studies
Image Coach Certification, International Instruction of Coaching Studies
Licenses: Principal, Teacher State of GA & State of NC



"Thank you for taking time from your extremely productive schedule and planting seeds into me and the other ladies and little girls. You have no idea how much of a positive impact you had on everyone in attendance. Thank you Thank you Thank you!"

--Saundra Lassiter, Diamonds & Pearls Mother Daughter Conference

"Thank God for such a role model for such a time as this. We all as young ladies need leaders like you to mimic after. Thanks for the positivity you display! God bless you always Shekina Farr Moore."

--Angela Fitzhugh

"I keep up with you on Facebook and I admire what you do for the youth and how you handle business. Just want you to know that you do have people who are watching, such as myself. Keep up the good work because you're indeed a role model!! So classy with it, too!"

--DeWana Smith

"Inspired by my own triumphs over insecurities as a teen and young adult, I knew I had to give back in a way that was meaningful."

Founder, Shekina Farr Moore



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WORKSHOPS | CONFERENCES | PRESENTATIONS | SPEAKING

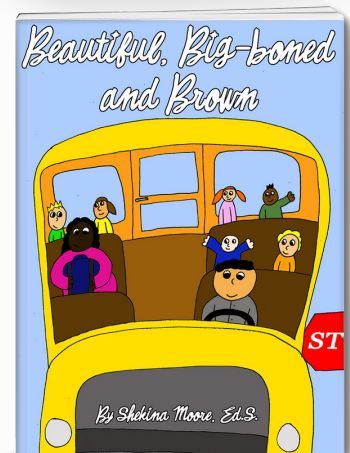
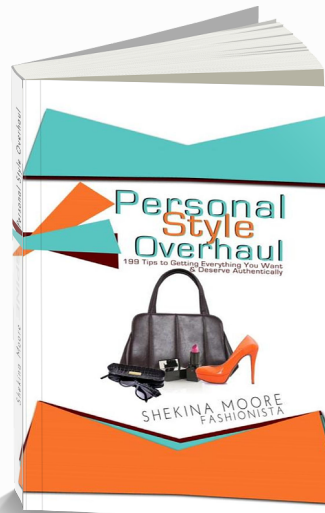
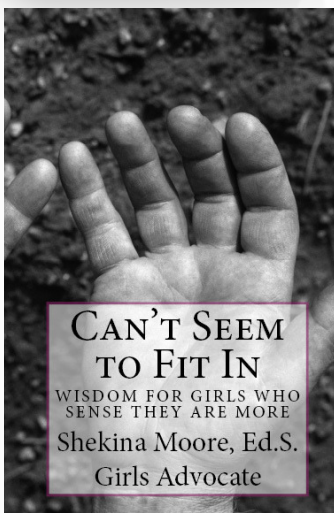
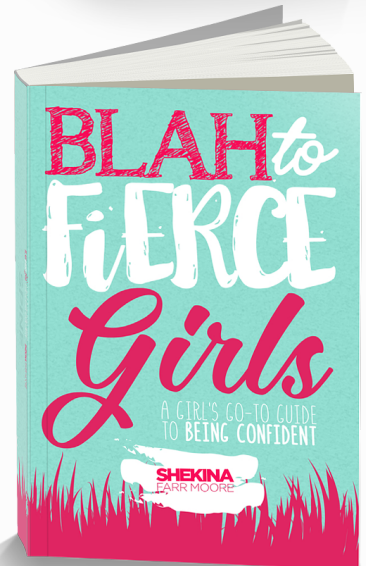
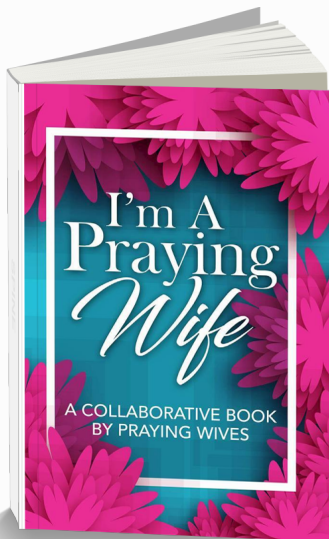
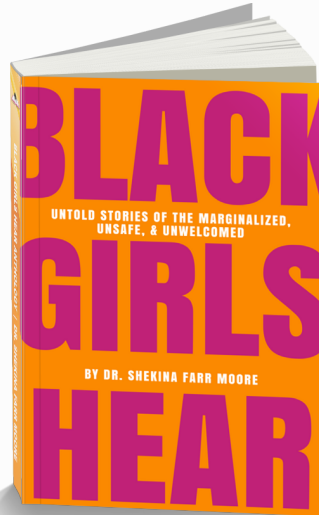
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HER BOOKS

COVERING THEMES OF
EMPOWERMENT
GENDER
RACE

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amazon.com

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www.bn.com



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