

SHAMARI J. LEWIS

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CEO | SOCIAL ENTREPRENEUR | BUSINESS DEVELOPMENT

Mission-driven social entrepreneur and business consultant with deep expertise launching startup enterprises, driving philanthropic organizations, and raising equity funding. I obtain capital for private equity opportunities, startups, and media companies while providing strategic guidance on marketing, branding, and development. My network of connections enables me to establish relationships with equity stakeholders, government officials, and community leaders. I employ grassroots marketing strategies to drive enterprise expansion and community-focused initiatives. My goal is to empower formerly incarcerated individuals with the tools and resources to rebuild successful economic futures.

AREAS OF EXPERTISE:

- Brand Integration & Product Placement
- Business Development & Strategy
- Private Equity / Equity Funding
- Stakeholder Relationships
- Grassroots Marketing & Community Canvassing
- Business Consulting & Marketing Strategies
- Startups & Market Expansion
- Political Lobbying
- Professional Closer

SELECTED ACCOMPLISHMENTS:

- Chief of Staff **El-Beth-El Development Center's Upskill Youth Academy**, a crime prevention initiative focused on empowering at-risk youth through financial literacy, decision-making skills, and entrepreneurial training. Raised **\$250,000 in 2023** and an additional **\$226,000 in 2024** for youth programs dedicated to reducing aggressive behaviors and reoffending.
- Launched a private equity venture in personal image consulting for **Onege**, a high-end men's clothier aimed at professional athletes, driving innovation in personal branding.
- Increased revenue by 20% for plastic surgery businesses in the Orlando area by providing marketing consulting and creative direction. These efforts helped one client generate **\$500K** in revenue within a year.
- Secured **\$1.3M** in funding for a film institute in Atlanta, partnering with DreamMart International and leveraging city council relationships.
- Led a grassroots campaign to secure community approval for an urgent care clinic in Atlanta, engaging neighborhood planning units and local stakeholders to gain zoning board approval.

- Appointed by the mayor's office to lead a children's reading initiative in Atlanta, resulting in a multimillion-dollar investment by Dr. Ben Carson to create a safe space for youth reading.

PROFESSIONAL EXPERIENCE

EL-BETH-EL DEVELOPMENT CENTER / Jacksonville, FL

Founding Board Member and Chief of Staff, Upskill Youth Academy (2023–Present)

Lead the Upskill Youth Academy, a crime prevention initiative designed to reduce recidivism and enhance youth development through **financial literacy** and **cognitive behavioral therapy**. Work closely with community leaders and local organizations to provide pathways for **economic empowerment** and **entrepreneurial skills** for youth aged 16-24. Successfully raised **\$476,000** to support academy operations.

NATIONAL ORGANIZATION FOR ANTI-RECIDIVISM & ECONOMIC OPPORTUNITY (NOREO) / Jacksonville, FL (2021–Present)

Founder & Chief Executive Officer

Created a nonprofit aimed at empowering formerly incarcerated individuals by providing economic pathways. Raised funds and built stakeholder support to advocate for anti-recidivism efforts.

LIB MUSIC GROUP / Atlanta, GA (2016–2020)

Business Consultant & Project Manager

Collaborated with Akon to sign Flex Sirleaf to Interscope, the first Liberian artist to sign with a major record label.

FREELANCE CONSULTING ENGAGEMENTS / Atlanta, GA (2012–2016)

Business Consultant

Consulted multiple businesses on operations, marketing, and fundraising. Provided pro bono services for the Southern Christian Leadership Conference (SCLC) and the A.D. King Foundation.

DREAMMART INTERNATIONAL / Atlanta, GA (2011–2016)

President

Secured private equity and partnered with **Jonathan Krane** to establish a film institute in Atlanta, creating business strategies to support venture capital ideas.

I'M BOOKED! READING INITIATIVE / Atlanta, GA (2011–2015)

President

Led the **I'm Booked!** reading initiative in partnership with **The Salvation Army**, managing a team of 25. Raised funds to support reading programs for children in disadvantaged communities.

EDUCATION AND ADDITIONAL INFORMATION

- **Harvard Division of Continuing Education** – Certification in Influence & Persuasion in Leadership (2021)
- **Duke University** – Nonprofit Management Certification (anticipated May 2021)
- **Southern Christian Leadership Conference** – Pro-Bono Consultant
- **A.D. King Foundation** – Patron & Pro-Bono Consultant
- **Green Jacket Committee GatorBowl Sports**
- Member, Loss Prevention Foundation