

LaToya S. Jordan

**I Am
Beautiful
Movement**
Est. 2013

**Talking
with Toyia**

**Thriving
Daily Media**

**Visibility
is Key**

Let's Talk!

EPK 2023



LaToyia S. Jordan



LaToyia S. Jordan is an East Texas native. Toyia is the founder and creator of I Am Beautiful Movement, Thriving Daily Media, Toyia Thrives Enterprises, and Talking with Toyia Radio Show/Podcast. She's a visionary and fierce proponent of girl's empowerment. Toyia has dedicated herself to not only pouring into girls, but to also educate them about the issues they face such as self-confidence, self-esteem, health, and beauty. She comes up with innovative ways to bring all walks of life together through her various events and programs. She enjoys showing young girls and ladies the importance of dressing appropriately for an interview, creating bio/speaker sheets, vision boards, journaling thoughts, and the importance of having professional images available. Toyia is personally involved in all the events sponsored and hosted by her organizations to ensure that every girl receives a memorable experience!

In 2016 Toyia began a career in internet media, and this led to her being nominated for Prayze Factor 2017 TV Host of the Year. She also graced the cover of DRAMA QUEEN for the KING Magazine, with a featured story. Tyler Morning Telegraph featured IABM in the Lifestyle Faith section. Toyia stepped out in faith and invited Miss America 2019 Nia Franklin to be the guest speaker at the 7th Annual I Am Beautiful Movement Conference. Toyia and her team have reached over 2,000 mothers and daughters, plus they have given away over 1,000 prom dresses to high school girls. Toyia has appeared on several channels CBS19, CW-Austin, KETK East Texas Live, and many more discussing her various programs and events. She is a recipient of the 2020 Rock Your Crown Community Change Award. Toyia also received the 2020 Notable African American Women of East Texas Award. Toyia was a finalist for the Black Women in Media 2021 Trailblazer Award. Toyia is also a 2022 Women in Tyler (Women with a Voice) honoree. She was featured in Black Enterprise the #1 Black Digital Media Brand 2022. Toyia Recently co-chaired the 2023 East Texas Leadership Summit.

Toyia is a board member of Empowerment Community Development Corporation and a past board member of United Way Smith County. She is also a Leadership Tyler Alum Class 34 and on the marketing committee. Toyia is also a member of Cultural Arts Social Club in Henderson, TX. Toyia is a member of various community organizations and volunteers in the East Texas area.

Toyia created #GirlKeepThriving to encourage women and girls not to give up on their dreams.

Toyia's latest projects include GlamProm Dress Closet, Texas Senior Year Magazine 2020, BAM Woman Magazine, BAM Guy Magazine, and Elevate HER-Story Lifestyle Magazine.

Toyia has two children in college: Destini, 22(daughter)and Jaden, 20(Son).

Talking
with
Toyia
Radio Show on KGLD 1330 AM & 104.9 FM

Thriving
DAILY MEDIA

I Am
Beautiful
Movement Est. 2013

@THRIVINGDAILYMEDIA | @TALKINGWITHTOYIA | @IAMBEAUTIFULMOVEMENT2013

VISIONARY | PUBLISHER | RADIO HOST | INNOVATOR | MENTOR | MEDIA | AUTHOR

Events & Media

- Coordinated to bring Miss America 2019 Nia Franklin to the 7th Annual I Am Beautiful Movement Workshop
- Houston/Atlanta Ultimate Women's Expo
- Women in Tyler: Women with a Voice Honoree
- 64th Annual Grammy Awards Brunch hosted by Black Women in Media
- 37th Annual Stellar Awards
- Texas College Bring Back the Choir
- ETX-Xquisite Lash & Beauty Bar Grand Opening
- OPM 8th Annual Servant Awards
- East Texas Beauty School Press Conference
- Bosses & Bossettas Platinum Awards Gala
- ETX Beauty Industry Brunch
- Local, Statewide, Nationwide Events & More
- 2023 Earl Campbell Tyler Rose Awards



Featured In

SWAG
MAGAZINE

**BLACK
ENTERPRISE**

FRUITION
Magazine

VoyageDallas

Tyler Morning Telegraph

VoyageSanAntonio

The Higher South

VoyageMIA



**ATLANTA
WOMEN'S EXPO**
The Nation's Largest Women's Events

**G-FORCE
M E D I A**
PUBLICIDAD A TU ALCANCE



PGN TV
Giving Inspired Artists A Global Voice



KGLD 1330 AM & 104.9 FM

KETK.com

The
CONNECT
SHOW

NEWS BREAK



**VISIBILITY & EXPOSURE are
VITAL to your BRAND!**

MEDIA | INTERVIEWS | VISIBILITY ADVISOR

THRIVING DAILY MEDIA

TALKING WITH TOYIA

- ✓ **Content Creator**
- ✓ **Media Kits/EPKs**
- ✓ **Event Host & Prep**
- ✓ **Bio Sheets**
- ✓ **Interview Prep**
- ✓ **Blog Posts**
- ✓ **Podcast**
- ✓ **Press Releases**



VISIBILITY & EXPOSURE are VITAL to your BRAND!

Media | Interviews
Visibility Advisor

Featured in over 15
media outlets

Contact
Information

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Let's Talk!



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