

CAPABILITY STATEMENT

Royal Empire Lifestyle, LLC



WBENC

COMPANY SUMMARY

Royal Empire Lifestyle, LLC is a 100 percent women and minority-owned communications firm based in Howard County, Maryland. From communicating your message online to effectively captivating the room for your next presentation, we help you identify and extract the powerful stories behind your brand so you can highlight your authority, confidently connect with any audience and increase your brand visibility on multiple platforms. Clients rave about our custom pitch, presentation and personal brand marketing services. As a boutique style coaching and consulting firm, we pride ourselves on high-touch and transformative engagements that are tailored to the individual needs of the corporation or specific executive.

CERTIFICATIONS

- **WBENC**
- **NMSDC**
- **MBE**
- **NATIONAL SPEAKERS ASSOC.**

DIFFERENTIATORS

Company Founder is Bofta Yimam:

Emmy® & Edward R. Murrow Award-Winning Journalist, International Speaker, Seasoned Workshop Facilitator & Executive Coach

- 13+ years of professional media experience as a TV Anchor/Reporter, including National News
- Specialized expertise in messaging, communication and storytelling

NAICS CODES

541611, 541613, 541820, 541840, 541890, 611430, 611699, 711510, 541990

CORE COMPETENCIES

Messaging, Executive Presence, Copywriting, Presentation Skills, Content Marketing, Storytelling, Public Speaking, Communication

CLIENTS

- **Hilton Group Genius Hub**
- **Duquesne Light**
- **American Society of Assoc. Executives (ASAE)**
- **EQT**
- **Boat Owners Association, Subsidiary of Geico**
- **The JPI Group**
- **Erie Regional Chamber of Commerce**
- **PBGH**
- **SMILE Therapy Services**

CONTACT

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