



Find Your Story. Speak Your Power. Influence The World.

## Official Intros for Bofta Yimam (3 Lengths)

*Here are three lengths of Intros for Bofta Yimam to fit any format you may need:*

### Full Intro for Bofta Yimam

---

Bofta Yimam is an Emmy® & Edward R. Murrow Award-Winning Journalist, DC-based National TV Correspondent, International Speaker, Executive Coach and Business Owner. As a powerhouse speaker, Bofta has spoken to distinguished audiences in London, Africa and across the United States. Bofta is the first Ethiopian-American newscaster to receive an Emmy® award.

She believes in embracing your Multidimensional Gifts™ and taking risks to create your own route to success -- and she reflects that in her own life. For more than 13 years, Bofta has reported live on the morning and evening news for top TV outlets, including CBS National News, the Black News Channel and BBC. Empowered to create her own lane, she built a boutique marketing and visibility firm from scratch and is certified as a women-owned (WBENC) and minority business enterprise (NMSDC).

She helps large audiences and her private clients uncover the golden stories that will inspire impact and create change. She's on a mission to challenge you to explore your experiences so you can own your story, lean into your power and communicate your expertise allowing you to win in business — and in life. From Story Design to Visibility in Today's Digital World, Bofta helps you become your own personal brand and marketing magnet.

[www.boftayimam.com](http://www.boftayimam.com)

**205 words**

## Shorter Intro for Bofta Yimam

---

Bofta Yimam is an Emmy® & Edward R. Murrow Award-Winning Journalist, DC-based National TV Correspondent, International Speaker and Business Owner. As a powerhouse speaker, Bofta has spoken to distinguished audiences in London, Africa and across the United States.

For over 13 years, Bofta has reported live on the morning and evening news for top TV outlets, including CBS National News, the Black News Channel and BBC.

Empowered to create her own lane, she later built a boutique marketing and visibility firm. From Story Design to Visibility in Today's Digital World, Bofta's high touch boutique helps you become your own personal brand and marketing magnet.

She is certified as a women-owned (WBENC) and minority business enterprise (NMSDC). She is also designated as a professional speaker by the National Speakers Association (NSA).

[www.boftayimam.com](http://www.boftayimam.com)

**129 words**

## Short Intro for Bofta Yimam

---

Bofta Yimam is an Emmy® Award-Winning Journalist, National TV Correspondent, International Speaker and Business Owner. Bofta has spoken to distinguished audiences in London, Africa and across the United States. You've likely seen her on-air reporting the news for national TV outlets or speaking on stages about marketing and visibility -- the core elements of her boutique firm. She believes in embracing your Multidimensional Gifts™ and taking risks to create your own route to success -- and she reflects that in her own life.

[www.boftayimam.com](http://www.boftayimam.com)

**81 words**