



Chisa D. Pennix-Brown, MBA

With over 11 years of experience in business coaching, community outreach, social media insight, CEO Chisa D. Pennix-Brown has transformed savoir faire and a long-time vision of helping her peers, into Lady Bizness, an organization committed to fostering healthy relationships, business opportunities, and providing events for women in North Carolina's Piedmont Triad community. Chisa's commitment to delivering on her promise of "Women Helping Women" stems from a desire to create a business and media empire enabling small businesses to enhanced, enlightened, empowered, and enriched.

Chisa began her professional career managing artists and planning events before emerging into entrepreneurship. Today, she is a business trainer and speaker, sharing her corporate experiences throughout NC. She offers "makeovers" as a provider of business development classes and training for companies in her hometown. In keeping in tune with today's business demands, Chisa also provides event production, website development, social media management, Search Engine Optimization (SEO) assistance and creates QR coding.

Chisa's determination to achieve greatness for other professionals has not gone unnoticed. She is the recipient of the Best Speaker and Table Topics Awards as a part of Speakerpreneur Toastmasters. She has also received the Trailblazer Award as a part of her completion of the Minority Enterprise Training and Development program at North Carolina A&T State University.

In addition to becoming CEO of Lady Bizness, Chisa serves as Vice President of Public Relations for Speakerpreneur Toastmasters. She teaches business branding classes as the Social Media Concierge to aid small businesses in creating their online presence. She also writes as a columnist for Diamond Diva Magazine and manages her own blog for Lady Bizness.

Chisa received her Bachelor's Degree in Corporate Communications from Elon University in 2001, and is a 2011 MBA graduate from the University of Phoenix. She is a charter member of Elon University's Omicron Upsilon Chapter of Sigma Gamma Rho Sorority, Inc. and the Marketing Director for Divine Connections Magazine. The CEO makes time for her best friend; husband Montro Brown, and their son Zalen.



Website	LadyBizness.com	Email	Info@ladyBizness.com
FB	OfficialLadyBizness	FB	SocialMediaConcierge
Twitter	Lady_Bizness	LinkedIn	LadyBiz
Cell	336-517-9484	Office	336-256-1149
Blog	LadyBizness.Wordpress.com	Booking	GigSalad.com/Lady_Bizness_Greensboro
Articles	DiamondDivaMag.com	Publicist	Speakerpreneur.org



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The Social Media Concierge

Sample Class Offerings



Facebook	101	Creating Winning Fan Pages
	102	Growing Your Brand & Enhancing Your Reach
	103	Empowering Your Existing Page With New Tools
Twitter	101	How Can a Tweet Get Me Business?
	102	Integration With Your existing Social Media Platform
LinkedIn	101	Your professional image & company online
Wordpress	101	Building A Blog That Showcases My Talents & Brand
Blogging	101	Building Credibility & Authority On Your Brand
YouTube	101	Harnessing The Power Of Visuals To Enhance Your Message
	102	How To Make A Video?
Videos	101	The Power Of Videos For Your Business
Apps	101	What Can I Add To My Existing Social Media Program?
Email Marketing	101	Professional Email Templates & Measurement
Databases	101	How To Attract, Manage & Retain Customers?
Affiliate Marketing	101	How To Get Others To Sell Your Brand?
Membership	101	Creating Your Own Membership Community
Eventbrite	101	How To Get The Word Out About Your Event?
Metrics	101	How To Measure My Marketing Campaigns?
Google+	101	The New Social Media Platform
Time Management	101	Tools & Tips To Save You Time With Social Media Marketing
QR Codes	101	What Are They & How Can They Be Used In Marketing?
Competitive Advantage	101	How To Get The Competitive Advantage Using Social Media, Research & Capturing Information
SendOut Cards	101	Appreciation Marketing
Social Media	101	Who, What, Where, When & Why?
	102	Branding Strategies For Getting Found Online
	103	How Can I Use It In My Non-Profit Organization?
	104	Service Oriented Businesses
	105	Faith Based Organizations
	107	Where Can I Sell My Products Online?

Classes range from 30 minutes up to 6 hours and structured for the client needs, goals, and audience. Each class is hands-on and has a Q&A session.