

## MEDIA KIT 2023



Hi! I'm  
Dr. Tywanna  
Smith!



**Sports Strategist | Speaker | Storyteller**

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 [Dr. Tywanna Smith](#)

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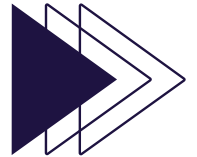
*For:*

**Media Inquiries**

**Speaker Pitches**

**Information Requests**

# ABOUT DR. SMITH



Dr. Tywanna Smith is an award-winning sports manager, filmmaker, best-selling author, and speaker. For over 16 years, she has worked with 50+ NBA, NFL, WNBA, and overseas athletes. As President of The Athlete's Nexus, Dr. Smith's expertise includes engaging athletes and entrepreneurs around business and finance, professional development, effective communication, and branding.

Dr. Smith is a former international professional basketball player and an inspirational speaker. She executive produced an award-winning sports documentary - Ballin' Abroad [2022]. She has also launched several signature program curriculums around professional development for high school and college athletes [PRO-Ready] and financial literacy for young adults [Teen Money Box]. She inspires athletes, entrepreneurs, and women in sports to GROW.

Dr. Smith is a double alumnus of The University of Mississippi (BBA '04, MBA '05) and an alumnus of The University of Memphis (DLS '23). She is a member of Delta Sigma Theta Sorority, Incorporated, and leads the Tywanna Inmon-Smith Scholarship. Dr. Smith has two children - Tyson, 8 and Tatum, 6 - and enjoys reading, traveling, and helping others. She resides in the Memphis area.

***For more information, visit  
[www.tywannasmith.com](http://www.tywannasmith.com).***

*Dr. Smith's Socials:*

**f 6,500**

**in 2,600**

**@ 1,500**

**10,600+**



# DR. SMITH'S MESSAGE

## Message Themes

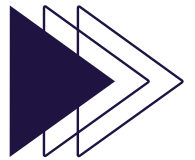
- **\*Professional Development**
- **\*Effective Communication**
- **\*Athlete Development**
- **\*Branding & Marketing**
- **Careers in Sports**
- **Career Readiness**
- **Women Empowerment**
- **Financial Literacy**

*\*Signature workshop experience*



**NOW AVAILABLE!** 

## PAST PARTNERS



## Target Audience(s):

**Athletes**

**Entrepreneurs**

**College Students**

**Women in Sports**

**Faculty/Staff**

# SIGNATURE EXPERIENCES

## Professional Development

- Self-Assessment
- Confidence
- Career Strategy
- Entrepreneurship
- Athlete Engagement (for athletics staff)
- *"Grow the Pro[fessional]"*

## Effective Communication

- Nonverbal Communication
- Written Communication
  - Social Media
  - Resume Development
- Oral Communication
  - Elevator Pitch
- *"Work Your Network"*

*45 minutes - 1 hour sessions  
Fully Customizable!*



## Athlete Development

- Identity/Mental Wellness
- Mentorship
- Financial Literacy
  - Budgeting & Taxes
- *"Are You PRO-Ready?"*
  - *Awareness*
  - *Alignment*
  - *Ascension*

## Branding & Marketing

- NIL
- Messaging
- Leveraging the Brand
- Social Media Strategies
- Collaboration
- Negotiations
- *"Branding & Marketing Masterclass"*



## IN THE MEDIA



TV | Radio | Podcast | Magazine | Newspaper

*Dr. Smith in the News*

THE  
SISAUNDRA  
SHOW

Forbes <sup>Mississippi</sup> BUSINESS JOURNAL



**THE HUFFPOST**



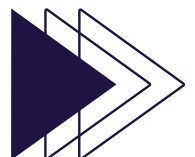
**BALLERS**  
THE MAGAZINE

**nerdwallet**

**Entrepreneur**

THRIVE  
GLOBAL

**iHeart**MEDIA



# ACHIEVEMENTS



**Sports | Business | Education**

## *Dr. Smith's Service*

- **Ole Miss Alumni Association, Board Member**
- **Main Street Association, Board Member**
- **Weems World Foundation, Advisor**
- **Delta Sigma Theta Sorority, Inc, Member**

**Best Director/Documentary {Ballin' Abroad}**

**EJHS Lifetime Achievement Award**

**U. of Memphis Community Service Award**

**1st Place, Memphis Student Research Forum**

**Ole Miss 2022 MBA Commencement Keynote**

**Ole Miss Top 40 Under 40 Alumni**

**Black Student-Athlete Summit Presenter**



**NFL Careers in Football Keynote Speaker**

**West Memphis Sports Hall of Fame**

**MS Business Journal Top 50 Under 40**

**L. A. Times Festival of Books Feature**

**Amazon #1 Best-Seller [Surviving the Lights]**

# CONTACT DR. SMITH

"As a thought leader in business and sports, I am passionate about inspiring others. The awards I've won for my business, my books, my research, and my filmmaking abilities mean nothing if I am not moving the game forward. I take pride in growing the pro[fessional] in all of us and changing the game - one athlete at a time!"

*-Dr. Tywanna Smith*

MEDIA INQUIRIES

Email Daijia: [daijia@theathletesnexus.com](mailto:daijia@theathletesnexus.com)

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*Let's Connect!*



Dr. Tywanna Smith



Tywanna Smith



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