



WELD Pittsburgh

Leadership Series

March 2019



Venue host:

CANNONDESIGN

Kyshira S. Moffett

March 26th, 2019
Tuesday

Networking
5:30pm-6:00pm

Program
6:00pm-7:30pm

CannonDesign
227 Fort Pitt Blvd
Pittsburgh, PA 15222

- Registration Fees -
Member: \$35
Non-Member: \$55

*No refunds or credits after
3/14/2019*

*For sponsorship opportunities,
contact Gosia Humes
gosia@burkemichael.com*

Register at:
www.weldusa.org

WELD's mission is to develop and advance women's leadership to strengthen the economic prosperity of the communities it serves. A national 501(c)(3) organization, WELD builds programs, events and a community to support the leadership development of women and drive business growth.

Brand Your P.O.W.E.R.

Join WELD for our March Leadership Series with **Kyshira Moffett, Brand Strategist**, when she will discuss **Brand Your P.O.W.E.R.**

We often have the misconception that you can't pursue climbing the corporate ladder and entrepreneurship. Well, Brand Your P.O.W.E.R will shatter that misconception and aims to provide you with the tools and strategies you need to manage both. You'll learn how to identify your niche, package it, brand it and launch! Gain tips on how to manage your 9-5, 5-9 and your personal life during this interactive session.

This event will specifically cover:

- Gaining Clarity on Your Brand
- How to Package Your Expertise Into a Product or Service
- Your 5-9: Going from Expensive Hobby to Profitable Side Hustle

Registration closes on March 21th.

*Late fees apply after registration closes. Contact Mindy Koenig at
mkoenig@weldoh.org if you have questions.*

When women lead, our economy, companies and communities thrive.

About our Speaker...



**Kyshira S. Moffett,
MBA – Brand Strategist**

Kyshira S. Moffett, MBA is a digital brand strategist, content creator, award winning entrepreneur, and author. Passionate about brand strategy, entrepreneurship, and beauty, she is living her motto “feel the fear and do it anyway” every single day. In 2013, Kyshira founded #HERmovement, an online community which equips entrepreneurial women with digital brand and launch strategies to propel their businesses and blogs to the next level. Since 2013, #HERMovement has more than 30K global followers, grown into a community of more than 2K members on Facebook, hosted a successful monthly Twitter chat which has been featured in EBONY Magazine, and expanded into a YouTube channel and podcast known as The Bombshell Diaries.

With a demand for more in-person engagement, empowerment, and impact, Kyshira created and facilitated the Hustle HER Way Summit in Pittsburgh, PA which sold out for the second time in a row this year! This two-day conference united professional speakers from around the nation to connect with and educate entrepreneurial women from diverse cultural and professional backgrounds. The summit has since received rave reviews and will be back again in Summer 2018.

Keeping up the momentum, Kyshira shows no signs of slowing down. Adding her passion for beauty to her portfolio of brands, she launched Life of a Bombshell Cosmetics in 2017, offering premium makeup products at an affordable price to women who are movers, shakers and jetsetters! She also published her first book, “Bombshell of All Trades”, a planner packed with actionable brand strategies for women who run side hustles and creative businesses.

When Kyshira is not busy growing her Bombshell empire, she’s an active member of the Greater Pittsburgh community. She continues to exercise her expertise in training, facilitation, and public speaking by hosting workshops for professional organizations in the areas of personal branding, entrepreneurship, and the power of social media. She is also currently the president of the National Black MBA Association, Pittsburgh chapter.

Kyshira’s continuous efforts and involvement have been recognized by EBONY Magazine, Fast Company, XO Necole, CNN Money, Blavity, Empire Life Magazine, and more! In 2018, she was inducted into the Forbes Coaches Council. She is the recipient of the 2017 Entrepreneur of the Year Award, Millennial Visionary of the Year Award and the Fab 40 under 40 Award. She is a proud graduate of Hampton University and member of Zeta Phi Beta Sorority, Inc.

