



UpwardAction®

T.C. COLEMAN, Esq.
UpwardAction® CEO AND
AMERICA'S ONLINE BUSINESS COACH
www.UpwardAction.com

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UpwardAction® is a woman and minority owned agency headquartered in New Jersey that creates engaging online experiences for clients and builds magnetic brands that influence decisions and generate revenue. As a leading online communications, public relations and social media marketing agency, UpwardAction® helps clients increase their influence and expand their market share through client engagement powered by market research, strategic planning, compelling copywriting and online engagement. We develop and implement compelling brand messages and high ROI online marketing strategies for clients that lead to bottom-line results. *Every person and every business is a brand. Every brand has a story. UpwardAction® helps clients leverage technology to connect with their target market and tell their authentic story with passion. We give clients a measurable advantage over the competition.*

UpwardAction® CEO, T.C. Coleman, Esq., has been featured publications that include inBiz Magazine (www.UpwardAction.com/inBiz), Black Enterprise (www.UpwardAction.com/Black-Enterprise) and Woman2Woman Business.

SERVICES

- **Personal and Corporate Branding:**
Brand Development, Branding Messaging, 360 Feedback
- **Ghostwriting/Copywriting:**
Blogs, Articles, Columns, Social Media Updates, White Papers
- **Public Relations:**
Press Releases, Relationship Building with Online Influencers, Press Kits, Speechwriting, Online PR
- **Social Media Marketing:**
Strategic Planning, Messaging, Social Media Updates, Community Building, Blogging, Video, Images
- **Search Engine Optimization (SEO):**
Optimize online properties for optimal local and global search engine placement
- **Email Marketing:**
Auto-responders, Account Management, Messaging
- **Online Media Buying:**
Search engines, social networks, blogs, websites and other online channels

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Tasha Cooper (T.C.) Coleman, Esq., CEO of Upward Action LLC, is an attorney, social marketing strategist and branding consultant. She has personally coached and trained hundreds of business owners and professionals including founders of start-ups, nonprofit directors, executives of multi-million dollar enterprises, lawyers and finance professionals.

Armed with more than a decade of business and legal experiences that include private practice as a private equity attorney, government service as a financial institutions regulator, and corporate leadership as Assistant General Counsel and Assistant Corporate Secretary of a publicly-traded brand, T.C.'s background fuels her ability to help clients build influential brands and develop a wide array of business development and client retention initiatives.

T.C. earned her law degree at Columbia University School of Law (NY), where she was a Harlan Fisk Stone Scholar, and her BA with honors at Hampton University (VA). She is also a graduate of CoachU.

T.C. is a member of the American Bar Association, the International Coaching Federation and the bars of the State of Georgia and the District of Columbia. She is also the state vice-president of marketing for the New Jersey Association of Women Business Owners (NJAWBO).

Partial list of social marketing and training clients.

- National Aeronautics and Space Administration (NASA)
- United Negro College Fund Special Programs (UNCFSP)
- Rainbow PUSH
- New Jersey Small Business Development Centers - Rutgers Newark
- Gotham Media Ventures, CLE
- Hampton University
- Rutgers Business School

Speaking/Training Topics

- Beyond Bright and Shiny: *Leveraging Social Media for Tangible Results.*
- The Business of Branding: *Attract New Clients and Donors In Any Economy*
- Getting Executive Buy-In for Social Marketing
- Converting Clients to Raving Fans for Profit
- Branding Your Business with Social Marketing
- Build a Magnetic Leadership Brand: *Attract * Engage * Influence*



TESTIMONIALS

T.C. is a brilliant attorney, a powerful speaker, and an inspiring, results-driven business coach. I recommend her work without hesitation. I would only add that her professionalism is superseded by her grace and kindness.
Dr. Rachel Talton, CEO of Synergy Marketing Strategy and Research, Inc.

I have had the great pleasure of bringing T.C. Coleman in twice for entrepreneur training programs. As someone who has taught entrepreneurship for many years and brought in countless speakers and business coaches, I can say without hesitation that T.C. Coleman is the best speaker and business coach that I have ever seen. She is a brilliant business strategist who also has outstanding communication skills. I fully recommend T.C. with my highest praise. **John Childress, CEO of Childress Business Consulting**

T.C. Coleman is a phenomenal magnetic branding and social media trainer and coach. She provides practical, insightful and clear directions for implementing a workable plan for branding your company and using Web 2.0 strategies that will grow your business. I highly recommend Coach T.C. for your next speaking or training program.
Stephanie D. Burroughs, New Jersey Small Business Development Centers - Director of Procurement