



# CHRISTINE ST. VIL

CEO / FOUNDER, MOMS 'N CHARGE™  
& PURPOSE DRIVEN MEDIA

SPEAKER | COACH | BLOGGER | SOCIAL MEDIA STRATEGIST

MEDIA KIT



# ABOUT

## Christine St. Vil

### MISSION

Christine St. Vil is committed helping women take charge of their lives by defining and igniting their purpose. She is relentless about helping moms and women learn how to feel good without feeling guilty. Through her work with Moms 'N Charge™, Purpose Driven Media, LLC (PDM), was created. PDM is on a mission to teach women entrepreneurs how to successfully leverage social media to start and/or grow their business and brand, while still being a great mom. Through live courses, workshops and consulting, PDM walks you through discovering and defining your life purpose, as well as making sure your business message aligns with your passion.

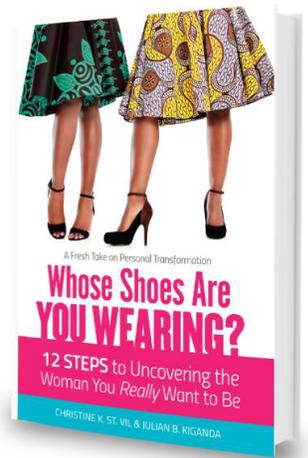
### BIO

With biology degree in hand, this passionate professional initially considered a career in Chiropractic medicine. However, after landing employment in the medical industry, Christine ultimately chose a fulfilling career in Human Resources. Christine's tremendous drive fueled her rapid promotion as an HR professional in the hospitality industry, and provided her with unparalleled leadership training that has been an asset in her career.

Now, as a busy mother of three and entrepreneur, Christine St. Vil is a woman on a mission determined to help moms everywhere learn how to FLY (First Love Yourself) and take charge of their lives. Driven by her personal experience with postpartum depression, frustration, and guilt after becoming a mother, she is committed to helping other moms avoid that same road. Before she was a Mom 'N Charge, she was a wife and mother who was barely keeping her head above water. Overwhelmed with motherhood, she allowed postpartum depression to overtake her life. Through prayer, coaching,

courage and a strong desire for change, Christine was able step out on faith and take charge of her life. Today, she is living out her dreams through the work she does—teaching mothers everywhere how to create healthier lifestyles for themselves and their families, while still pursuing their own dreams and goals.

A sought-after social media expert and speaker with her own rapidly-growing blog, Christine has interviewed celebrities and written popular features for the award-winning BlackAndMarriedWithKids.com (where she received the Writer's Choice Award for 2013). She has also partnered with organizations such as the Arthritis Foundation, The Psoriasis Foundation, Relativity Media and The Better Family to create successful digital media strategies to promote her clients' events and extend their brands. Christine was selected to participate in a White House press conference regarding the Affordable Spending Care Act as it pertained to the African American community. In Spring 2013, she was a featured panelist at the Fifth Annual Get RADICAL Women's Conference, where keynote speakers included Jillian Michaels, Lisa Nichols, and Guiliana Rancic. And in 2014, she was a featured breakout speaker at the same conference. She co-authored her first, highly-acclaimed book, *Whose Shoes Are You Wearing? 12 Steps to Uncovering the Woman You Really Want to Be* in 2014 and has been featured in numerous local and national TV and online media outlets. She received her B.S. in Biology from Marymount University.



Book available on Amazon and Barnes & Noble

# GET RESULTS

## How I Can Help You

### RESULTS

- Implemented, managed and hosted multiple national Twitter Chats (George Clinton, Beyond The Lights Movie, NAACP 2014 Convention/Author Pavilion, Whose Shoes Book, Cricket Wireless)—several of which trended
- Instructor at the Steve Harvey RADICAL Success Institute (Blogging 101 and Social Media 101)
- Successfully managed teams of up to 16 bloggers and social media professionals to cover and promote conferences of up to 1800 attendees
- Developed strategic social media strategy to increase targeted Twitter and Facebook followers for clients by several hundred within the first week of implementation
- Partnered with mommy bloggers to create the MamasMashup brand to work with major brands as hosts and sponsors of monthly Twitter chats for moms
- Speaker/Social Media Trainer: Blogger Week Blogging Conference, Blogging While Brown, Nice Parent Blogging Conference, Get RADICAL Women's Conference, WHUR (Howard University Radio), WEAA (Morgan State University Radio)

### SPEAKING TOPICS

- How to Get Comfortable with Being Uncomfortable
- Do it Afraid: How to Get Unstuck and Find Your Purpose
- 5 KILLER Strategies for Pursuing Your Passion, Purpose and Goals
- Innovative Ways to Monetize Through Social Media and Blogging
- 3 Reasons Self-Care is Critical to Your Success and Your Bottom Line

### SERVICES

- 1-on-1 Coaching
- Group Coaching
- Consulting/Training (Social Media, Blogging, Goal Setting/Implementation)
- Virtual Courses (Goal Setting, Blogging, Social Media)
- Workshops
- Social Media Strategy/Management for Live Events
- Social Media Management
- Twitter Parties (set-up, management, execution)
- Freelance Writing
- Sponsored Posts

### MEDIA



ESSENCE.com



# WHAT PEOPLE ARE SAYING

*We have had the pleasure of working with Christine on several occasions with our national campaigns—both with the NAACP’s National Convention and the with musical icon, George Clinton. In each instance we created over 4 million impressions on Twitter, with the George Clinton promotion reaching over 8 million impressions. Christine is the ultimate professional who is in command of her craft. I have the utmost confidence in her skills and what she is able to accomplish, which is always above and beyond what is expected. We highly recommend Christine for your next Social Media Campaign.*

—MOCHA OCHOA-NANA, FOUNDER/CEO, THE ORACLE GROUP, INC.

*“I attended the DARE to F.L.Y. workshop and I got my wings! Since the workshop and through working with Christine, I have identified my own dream and am in the process now of opening up my business.”*

—SIMONE ADAMS, WORKSHOP ATTENDEE

*“From the moment I met Christine, she has encouraged me, not just to tap into the dreams that have been lingering in me for so long, but to also have the faith and courage to go after*

*them. It’s clear that she is walking in her purpose. The lessons, I’ve learned while working with Christine have been priceless.”*

—TAHEERA ESPINOZA, WORKSHOP ATTENDEE

*“Thank you for participating in the student leader alumni panel during the student leader conference at Marymount University. You are such an engaging and poised speaker with a great sense of humor.”*

—VINCENT STOVALL, DIRECTOR OF STUDENT ACTIVITIES,  
MARYMOUNT UNIVERSITY

*I would highly recommend Christine for your social media needs. I had the pleasure of working with her to help celebrate my one year anniversary as America’s OBGYN. Christine is simply fabulous, very professional, a visionary, strategic thinker and very well organized. She comes with my highest recommendation as your next social media guru.*

—DR. DRAION “DRAI” BURCH, DO, AMERICA’S  
OBGYN & MEDIA PERSONALITY



## AWARDS

- 2013 Writer’s Choice Award, Black and Married with Kids
- 2014 SWIBA (Stiletto Women in Business Award) Winner, Mom Entrepreneur of the Year
- 2014 Digital Sister of the Year (#DigitalSisterhood), “Empowerista”

# CONTACT

**CHRISTINE ST. VIL, CEO/FOUNDER**

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