

BIANCA CRAWFORD SHELTON

EDUCATION

B.A. Journalism and Mass Communications, University of South Carolina
 M.A. Organizational Leadership, Columbia College

BACKGROUND

Hometown: Anderson, South Carolina
 Residence: Columbia, South Carolina

CAREER

CEO, The Crawford Austin Agency
 Instructor, Claflin University, Department of Mass Communications
 Previous Career: Banking/Finance & Television Promotions Director

AWARDS

- 2020 SC PRSA Educator of the Year
- 2019 Dr. Ali D. Chambers Professor of the Year Award Finalist, Claflin University SGA
- 2019 Most Inspiring, School of Humanities and Social Sciences, Student Choice
- 2019 Most Likely to be Mistaken for a Student, School of Humanities and Social Sciences, Student Choice Awards
- 2018 Most Innovative, School of Humanities and Social Sciences, Student Choice Awards
- 2018 Most Interesting Class Lecture, School of Humanities & Social Sciences, Student Choice Awards
- 2018 Faculty Award, Innovative Teaching and Instruction, Claflin University, Annual Faculty Awards
- 2017 Faculty Award, Innovative Teaching and Instruction, Claflin University, Annual Faculty Awards
- 2017 Faculty Award, Spirit Award, Claflin University, Annual Faculty Awards
- 2015 First Year Experience Teacher of the Year, Panther Steps, Claflin University
- 2014 Black Pages USA Top 40 Under 40 Professional of the Year
- 2014 Columbia Urban League, President of Young Professionals (2004-2006)
- 2010 Columbia City Mayor's Annual Talented Tenth Conference for Young Professionals, Co-Founder
- 2010 Mayor Stephen K. Benjamin Transition Team, Economic Development Committee
- 2008 The State Newspaper's Columbia Business Journal, "Top 20 Under 40"
- 2008 Greater Columbia Chamber of Commerce, "Young Professional of the Year"
- 2005 Columbia's Opportunity Network (COR), Founding Board Member





Bianca Crawford Shelton is an entrepreneur, professor and blogger. Her career spans nearly 20 years of public relations, marketing, strategic planning and education experience. In 2007, Bianca founded The Crawford Austin Agency. As a minority owned, all female agency, the firm prioritizes inclusivity, diversity, and connectivity. The primary goal is to help their clients build authentic, impactful brands that drive the culture forward and are socially responsible. The firm's clients span the entertainment, non-profit, sports, government and media industries.

In 2013, Bianca began her teaching career at Claflin University in the Department of Mass Communications, where she teaches the Public Relations sequence, entrepreneurship and advertising courses. During her time at Claflin, she has won numerous teaching awards, served as a fellow at the Scripps Howard Journalism Entrepreneurship Institute, founded the Student Public Relations Society of America chapter (SCPRSSA) and served as the Learning Communities Coordinator for the department.

In 2018, Bianca launched the Branding with Bianca conference and workshops teaching platform to educate entrepreneurs. Workshops and conferences are offered yearly and cover various topics that focus on the current issues facing entrepreneurs and small businesses. Bianca is also currently working on a client management platform for public relations firms.

In 2020, Bianca launched her blog, biancacrawford.com. Her popular lifestyle blog discusses everything from entrepreneurship to fashion.

Bianca lives in Columbia, SC with her husband and daughter.



The *Branding with Bianca* conference and workshop sessions provide trainings*, industry experts and platforms that educate and transform businesses and personal brands. Upcoming courses can be found at www.brandingwithbianca.com.

*Trainings can be tailored to companies and special interest groups.

Past Events

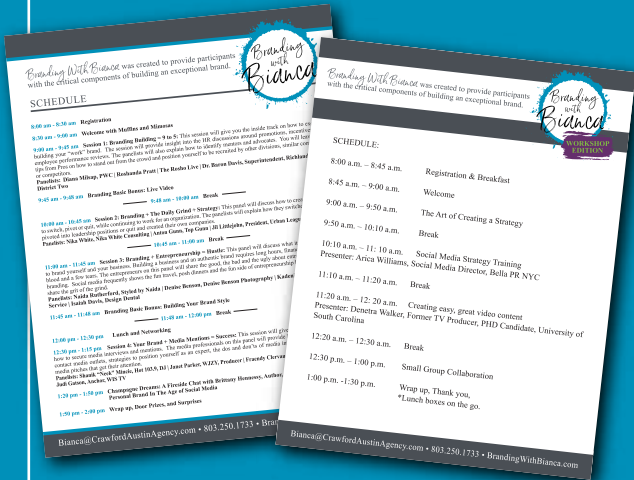
CONFERENCE

Branding with Bianca Conference
Saturday, November 3, 2018

WORKSHOPS

Communications Strategy
Saturday, August 24, 2019

Financial Workshop
Saturday, August 29, 2020



Upcoming Events

- Instant Brand Elevation Workshop: May 2021
- Creating Products and Services Workshop: June 2021
- Branding with Bianca Full Day Conference: September 2021

SPEAKING TOPICS

Balance...what is it?

The misconception that work-life balance is a myth can cause women unnecessary stress. This topic is all about practical steps we can take to manage our lives.

Entrepreneurship and the word NO!

"No." is a complete sentence. This topic helps attendees determine their "yes," making their ability to say no to distractions a lot easier. Understanding this concept will also help attendees stay focused on the development of their company and brand.

Developing your A Team: Personally, Professionally and Spiritually

Your front row should be sacred. This topic helps attendees understand how critical creating your A-Team is to your overall success. Attendees will learn valuable tools to remove, rearrange and restore the position people hold in your life.



WORKSHOPS

Media Training for Staff and C-Suite Executives

Diversity & Inclusiveness in the Classroom (Higher Education)

Strategies for Building Authentic and Socially Responsible Brands

To book Bianca for your next event, email bianca@crawfordaustinagency.com or call 803.307.4711.

Address: 701 Gervais Street, Suite 150- 144
Columbia, SC 29201

Email: bianca@crawfordaustinagency.com

Phone: 803.307.4711

Website: www.crawfordaustinagency.com

Blog: www.biancacrawford.com



@iambiancacrawford
@thecrawfordaustinagency



The Crawford Austin Agency



@BiancaCrawford