

# LEVEDA MCCOU

+WORLD FAMOUS V12"



---

## PERSONAL PROFILE

Over 20 years experience in branding and management experience in varied segments of business from corporate banking to adult entertainment.

---

## AREAS OF EXPERTISE

- Project Management
- Branding & Marketing
- PR/Media
- Organizational Management
- Social Media
- Community Reinvestment
- Small Business Advocate
- Graphic Design

---

## AWARDS

- Memphis Hip Hop Awards Blogger of the Year 2018
- Memphis Hip Hop Awards Female Media Personality of the Year 2020 Nomination (Show in 2021)
- Kindle Award Winner 2017
- Leadership Memphis Alumni
- Out of Bound "Movie Publicist"
- 2008 Print Magazine "Best Logo of the South" for Basha Shine

---

## GET IN CONTACT

Mobile: 901-530-6150

Email: worldfamous79@gmail.com

Facebook: LeVeda R. McCou

Instagram: @WorldfamousV12 Twitter: WorldfamousV12

**Social Media Digital Footprint: 75K monthly**

---

## WORK SUMMARY

### BANKING EXPERIENCE 2010-2020

Generation of over \$30M in revenue for HOPE, SunTrust Bank, Regions Bank (including business and personal accounts, consumer lending, complimentary advertising and new corporate partnerships)

Media Credits: Channel 3 Live @9, iHeartMedia, TBN, The Daily News, Memphis Business Journal, Tri-State Defender, and multiple podcasts and organizational publications

### ENTERTAINMENT EXPERIENCE 1998-2022

#### Avado Brands Inc Corporate Trainer

Trained all front of the house personnel in new store openings in Erie, PA; Knoxville, TN; Montgomery, AL; Memphis, TN

#### Universal Music & Video Distribution Personnel Assistant/HR Department

Managed Payroll and other HR Duties for over 600 employees

#### VLiVE Memphis Entertainment Manager

Managed entertainers as well as entertained celebrity guests and VIPs such as CardiB, Blac Chyna, MoneyBagg Yo, Zach Randolph, Ma Sremm, & many more

#### Radio/Media Personality/Celebrity Concierge/Movie Publicist

Created & Distributed many recording artist mass media campaigns including interviews, breaking records, and exposure in varying aspects for Freeway Rick Ross, Flava Shack Seafood Kitchen, NLE Choppa, Omar Wilson, Doug E. Fresh, Don "Lil Vicious", DJ Wurkk, Jai Adams, Kenny Kane, Mac Tree, MoneybaggYo, NlessEnt, Auntie Hammy, Dr. Umar Wilson, Tommy Wright III, Playa Fly, WTFISX, YFN BopMenaxe, and many other noteworthy international artist & executives

Network Credits: MeTV, LifetimeTV, VH1/Viacom, Universal Music, Prime Video, YouTube Premium, VubiTV

Media Platforms: iHeartMedia, WLOK FM, Royal Radio Live, WIAN Radio, Power99daMixx, Real Memphis Blog, TI & Tiny Family Hustle, Ms. T's Music Factory, Out of Bounds, The Dope Academy Member

Venues: Hard Rock Cafe Memphis, K3 Studio Cafe, Prive Memphis, VLive Memphis, Miami Lounge ATL, Royal Studios

---