



GABRIELLE & Co.
CHARLES
PUBLIC RELATIONS AGENCY

2023 Agency Capabilities Deck

WWW.GABRIELLECHARLES.PR.COM

WELCOME

GABRIELLE CHARLES & CO. PR CAPABILITIES DECK
www.GabrielleCharlesPR.com



AGENCY OVERVIEW

Gabrielle Charles & Company Public Relations Agency is a full-service public relations agency that specializes in brand awareness, marketing strategies, publicity, and special event activations.

We effectively communicate your brand's message by creating engaging content that resonates with your audience, that assists in building relationships with key influencers to help your organization achieve its goals of visibility, goodwill, & trust.



ORIGINALLY FOUNDED IN 2013



MINORITY WOMAN OWNED



HEADQUARTERD IN AVENTURA, FL.





MEET GABRIELLE

FOUNDER & AGENCY PRINCIPAL

I'm Gabrielle, your Strategist and Storyteller. I help businesses like yours to create, communicate and share their unique stories through impactful content and visuals. With my help, you'll be able to craft a story that resonates with your target audience and makes a lasting impression. I want to help you share your story in an engaging (and memorable) way by guiding you through a process that allows you to launch your ideas with confidence and ultimately enjoy the upward spiral within your field. I'm confident that together we can create a successful PR plan that will get your message to the right audience and have a positive impact on your business. Let's get started!

I'm taking you up, and the businesses born from the courage of your genius will be nothing short of glorious. Let's chat and see how I may assist you in taking your brand to the next level. Looking forward to hearing from you soon!

Biography

Gabrielle Charles is the agency principal of Gabrielle Charles & Company Public Relations Agency located in South Florida. Her P.R. agency builds brands, strategizes marketing tactics, performs special event activations, and manages the reputation of public figures and companies. Gabrielle began her career as a five-star hair and makeup artist, revamping and innovating clients from everyday looks into glamorous authentic individuals. Gabrielle realized her talents did not extend only to hair and makeup.

Gabrielle's work experience enhanced when she was given the opportunity to work with notable figures such as Atlanta's very own Fox 5 News anchorwoman Lisa Rayam, South Florida's gem & radio personality Shelby Rushin of Hot 105, Gospel Singer-Vashawn Mitchell, Pastor & Gospel Comedian John Gray, Gospel Singer-Marvin Winans Jr, and Actor-Clifton Powell to name a few. She found herself being called to organize and execute social events. Gabrielle began strategically honing her creative vision and fine living experience to provide clients more than a party but long-lasting memories. A few of her Public Relations Agency upscale signature events were with Berluti Paris, Rolex Luxury Swiss Boutique, Bloomingdales & Bobbi Brown cosmetics, to name a few. Inspired by the aesthetics of modern, elegant, chic fashion designs, she creates tasteful, culturally inspired moments by the client's needs and vision.



GABRIELLE CHARLES & COMPANY PUBLIC RELATIONS AGENCY

NOTABLE CLIENT EXPERIENCE

bloomingdale's

BOBBI BROWN



ANZELL BROWN
& ASSOCIATES | LAW OFFICES

MUCE
Miami Urban Contemporary Experience



ROLEX



BROWN JUSTICE
FOUNDATION

1895

BERLUTI

PARIS

SOIRÉE



ARISTIDE
FAMILY
FOUNDATION
"It All Begins With Family."



 2023 AGENCY
CAPABILITIES DECK

WHAT WE DO
OH SO WELL...

DISCOVER + DEVELOP + STRATEGIZE
LAUNCH!!!





BUSINESS DEVELOPMENT

Empowering Small Businesses and Enterprises to Brand, Market, & Successfully Launch their Business with Strategy & a Plan.

BRAND EXPERIENCE

- Identity & Positioning
- Professional Development
- Brand Messaging & Story Telling
- Brand Guidelines & Playbooks
- Visual Language & Art Direction
- Design Production & Execution

MARKETING

- SWOT Analysis
- Strategic Planning
- Positioning Strategy
- Advertisement & Ad Buying
- Research, Analytics, & Insights
- Product Requirements Development

EVENT ACTIVATION

- Production & Design
- Logistics & Budgeting
- Planning & Management
- On Site Event Management

PUBLIC RELATIONS

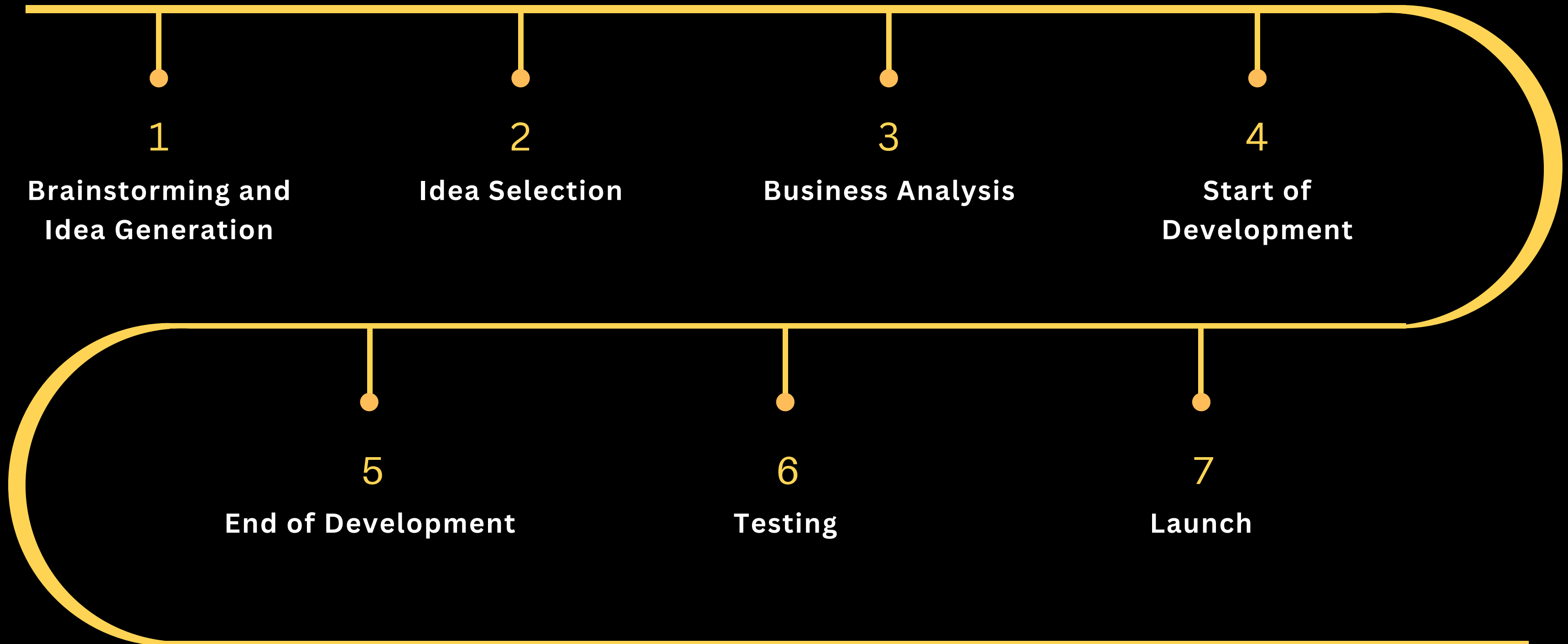
- Public Relations Campaign - *Create A Buzz To Generate Exposure*
- Event Publicity
- Crisis Management
- Pitch & Placement





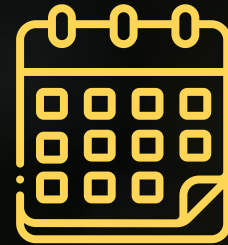
2023 AGENCY CAPABILITIES DECK

OUR PROCESS

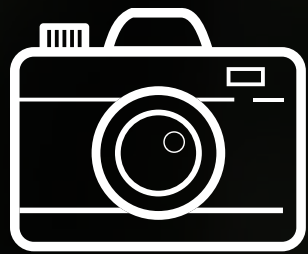


SOCIAL MEDIA CONTENT STRATEGY

READY... SET... POST!



LET'S START OFF BY CREATING YOUR CONTENT CALENDER TO KNOW WHEN & WERE TO POST!



POSE FOR THE CAMERA NOW... CLICK! CLICK!

Pictures are a great way to convey your message quickly to an audience without them reading through a lot of text. We'll introduce your products or brand story via a high-resolution picture to shape the perception of your target audience. We can educate, suggest product pairings, and provide examples to create an authentic aesthetic to resonate with your intended target audiences.



GRAPHICS DESIGN

Graphics are a great way to continue sharing important information on socials in an interesting way. This can be used to create additional interaction between brand and consumer via quote graphics and product graphics, sale and promotional content, or infographics to share additional details about your brand.



VIDEOGRAPHY

Video reels, boomerangs, and motion pictures are what's trending on Instagram and Facebook. Having a fun, clear, and engaging video is a great way to interact with your audience. This not only generates engagement but retention as well.



CLICK, TAG, SAVE, & SHARE... FAN REPOST!

What better way to elevate your online community than to involve them in your strategy? Customers and Influencers love to have their work recognized by a brand. In addition to incorporating your consumers work into your strategy, the images should be carefully selected to represent the brand's high-quality imagery and visual aesthetic.



OUR FEATURED PROJECTS

CLIENT NETWORK

CASE STUDIES • EVENT ACTIVATIONS

www.GabrielleCharlesPR.com



Berluti

Berluti

Berluti

THE ARISTOCRAT

A MODERN MEN'S GUIDE TO STYLE

Special Event Activation

GABRIELLE CHARLES & COMPANY PUBLIC RELATIONS AGENCY, LLC.

*Powered by
Rolex Boutique & Berluti Paris*
MIAMI DESIGN DISTRICT

www.GabrielleCharlesPR.com



CASE STUDY

Deliverables: Event Production - Event Branding, Event Marketing, & Event Activation

Goal: To produce an upscale event that merges two classical brands (Rolex Luxury Swizz & Berluti Paris) in an engaging, intimate soiree that tells the craftsmanship story of Berluti Paris' Bespoke men's shoes & the history behind the timeless pieces of Rolex watch design.

Execution: Our agency created, developed, and produced the event at the Berluti store in the Miami Design District, and the merging of two brands that showcased the modern aristocratic man and where he would shop, which displays his style for fashion and his graceful nature. We connected the key decision-makers within each company to collaborate and attend the event. In addition, we worked with the brands to create an intimate guest list of international professionals in the luxury industry.

Results: An exquisite signature event that housed industry professionals in one location to witness the display of the aristocratic modern man's taste in fashion in an inviting atmosphere that boasts sophistication, class, and an appreciation for luxury living.

EVENT VIDEO

A large event poster for 'The Aristocrat'. The top half features a man in a light-colored suit and tie, sitting on a wooden crate. The background is a dark, ornate interior. Text on the poster includes: 'GABRIELLE CHARLES & CO. EVENTS PRESENTS FRIDAY MAY 30TH', 'THE ARISTOCRAT A MODERN MEN'S GUIDE TO STYLE', 'POWERED BY Berluti Paris ROLEX', and '5PM @ Berluti'. The address '161 NE 40TH ST. | MIAMI, FL 33137' is at the bottom. A large, semi-transparent watermark 'EVENT VIDEO' is overlaid diagonally across the poster.

bloomingdale's

BRIDAL BEAUTY BRUNCH

Special Event Activation

GABRIELLE CHARLES & COMPANY PUBLIC RELATIONS AGENCY, LLC.

*Powered by
Bobbi Brown Cosmetics
& Bloomingdale's Aventura*

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CASE STUDY

Deliverables: Event Production - Event Branding, Event Marketing, & Event Activation

Goal: Create an ultimate bridal beauty brunch experience with a Master Class from the Bobbi Brown Cosmetics' representatives and the Bridal Registry team at Bloomingdale's Aventura.

Execution: Developed & produced a signature event marketed to soon-to-be brides, their bridal party, and their grooms and developed a digital campaign that included social media marketing through various bridal platforms & Bloomingdale's guestlist.

Results: A signature event that housed brides & their bridal party in one location to learn Bobbi Brown's wedding day of beauty tips, makeup application and receive Bobbi Brown's beauty treats (as souvenirs); create a Bloomingdale's bridal registry for their wedding guests while sharing in girlfriend laughter, dining on hors d'oeuvres & minty mimosas.

EVENT VIDEO




GABRIELLE CHARLES & Co. EVENTS
PRESENTS
THE
Bridal Beauty
BRUNCH
Brunch with Tasty Mimosas
& Sweet Delectable Treats

Get a Signature Look For Your Wedding Day
AS YOU ENJOY A
MASTER CLASS LED BY BOBBI BROWN BEAUTY EXPERTS

CREATE YOUR BLOOMINGDALE'S BRIDAL REGISTRY, AND MORE...
COME OUT TO SHOP BOBBI BROWN COSMETICS
AND
RECEIVE THE ULTIMATE BRIDAL BEAUTY SESSION
WITH YOUR GIRLS FOR YOUR SPECIAL DAY

SATURDAY
APRIL 19, 2014

bloomingdale's

12PM-3PM @ BLOOMINGDALE'S AVENTURA
19555 BISCAYNE BLVD | AVENTURA, FL | (LEVEL 3 BY HOUSEWARES)
Tickets are available at:
TheBridalBeautyBrunch.eventbrite.com





ANDELL BROWN

& ASSOCIATES | LAW OFFICES

Rebranding, Marketing, & Public Relations
GABRIELLE CHARLES & COMPANY PUBLIC RELATIONS AGENCY, LLC.



CASE STUDY

Deliverables: Branding, Marketing, Public Relations, Event Activation, & Interior Design

Goals: Revamp the Andell Brown and Associates Law Offices brand and attorney Andell Brown's image with a modern appearance encompassing the firm's established reputation of prestige, sophistication, and reliability.

Execution: We revamped the firm's brand & messaging to be consistent across all platforms by updating and managing a newly designed website, creating a social media calendar, and marketing collateral. In addition, we scheduled a commercial video shoot for the law firm, which was a part of the marketing campaign. We also redesigned the office's main wall, interior office marquee signage, and the waiting room wall design to reflect the brand's image & restructured the internal business.

For Attorney Brown's personal brand: We scheduled a photo shoot, performed a well-crafted media kit, created a separate website with hyperlinks, submitted him for professional awards, and, lastly, organized community and media appearances.

Results: We are the agency of record for the Andell Brown & Associates Law Offices and Attorney Andell K. Brown, Esq. We plan and produce all of the law firm's special events. In addition, we established a solid digital presence for Attorney Brown with brand consistency and streamlined navigation throughout his preferred digital platforms.

[COMPANY WEBSITE](#)



BIOGRAPHY



ANDELL K. BROWN, ESQ.

STATE & FEDERAL CRIMINAL DEFENSE TRIAL ATTORNEY · LEGAL ANALYST · NON-PROFIT FOUNDER

Attorney Andell Brown is a graduate of Benjamin N. Cardozo School of Law at Yeshiva University in New York City, New York. [Juris Doctorate May 2005—Concentration: General Litigation]. A graduate of Oakwood University Class of 2002 with a major in History and a minor in Political Science.

Attorney Brown is a Member in Good Standing of the Florida Bar and is admitted in the Southern, Middle and Northern District Courts of the United States Federal Court in Florida. Attorney Brown began his career as an Assistant Public Defender in 2005 under the administration of Bennett H. Brummer in Miami, Florida. After more than a decade of handling complex and high-profile Criminal Defense and Civil cases, he has distinguished himself as a top trial lawyer.

Attorney Brown has obtained extensive experience in jury and non-jury trials. He has handled cases ranging from DUIs, and juvenile delinquency to misdemeanors and severe felonies on the State and Federal levels throughout Florida.

Attorney Brown has been recognized as a top 40 Under 40 Leader by Legacy Magazine as published in the Miami Herald [2013], Winner of the Best Advocate Award by The Defender College [2007] and ranked nationally as a Top 40 Under 40 Attorney by the National Black Lawyers [2016].

He has been recognized as a Top 10 Criminal Defense Attorneys Under 40 In Florida by the National Academy of Criminal Defense Attorneys. He has handled numerous high-profile cases and appeared in media outlets such as Time Magazine, The Miami Herald, National Public Radio, and The Sun Sentinel.

He has provided legal analysis in numerous televised appearances on ABC, FOX News, CNN, HLN, and MSNBC. In addition, attorney Brown has been called on as a voice of reason to speak on events that have sent shockwaves through the world, from Ferguson and Baltimore to Australia.

He currently serves as a Trial Analyst for the internationally distributed Law & Crime Network, the only 24/7 Live Trial Network. In 2018, Attorney Brown was recognized as a BME Genius Fellow for advocating for local and national communities of color. In 2019 Attorney Brown was recognized as one of 100 Famous African Americans and Seventh Day Adventists in Spectrum Magazine.

Attorney Brown was recently recognized in the Miami Times & Class of 2022 History Makers during Black History Month. In addition, he is a member of the National Black Lawyers, Florida Association of Criminal Defense Lawyers, Wilkie D. Ferguson Bar Association and other prestigious professional organizations.



LEGAL EXPERTISE YOU CAN RELY ON.

LAW YOU CAN UNDERSTAND

Award winning founder of Andell Brown & Associates P.L., a boutique law firm defending freedom, restoring the injured, and protecting our rights.



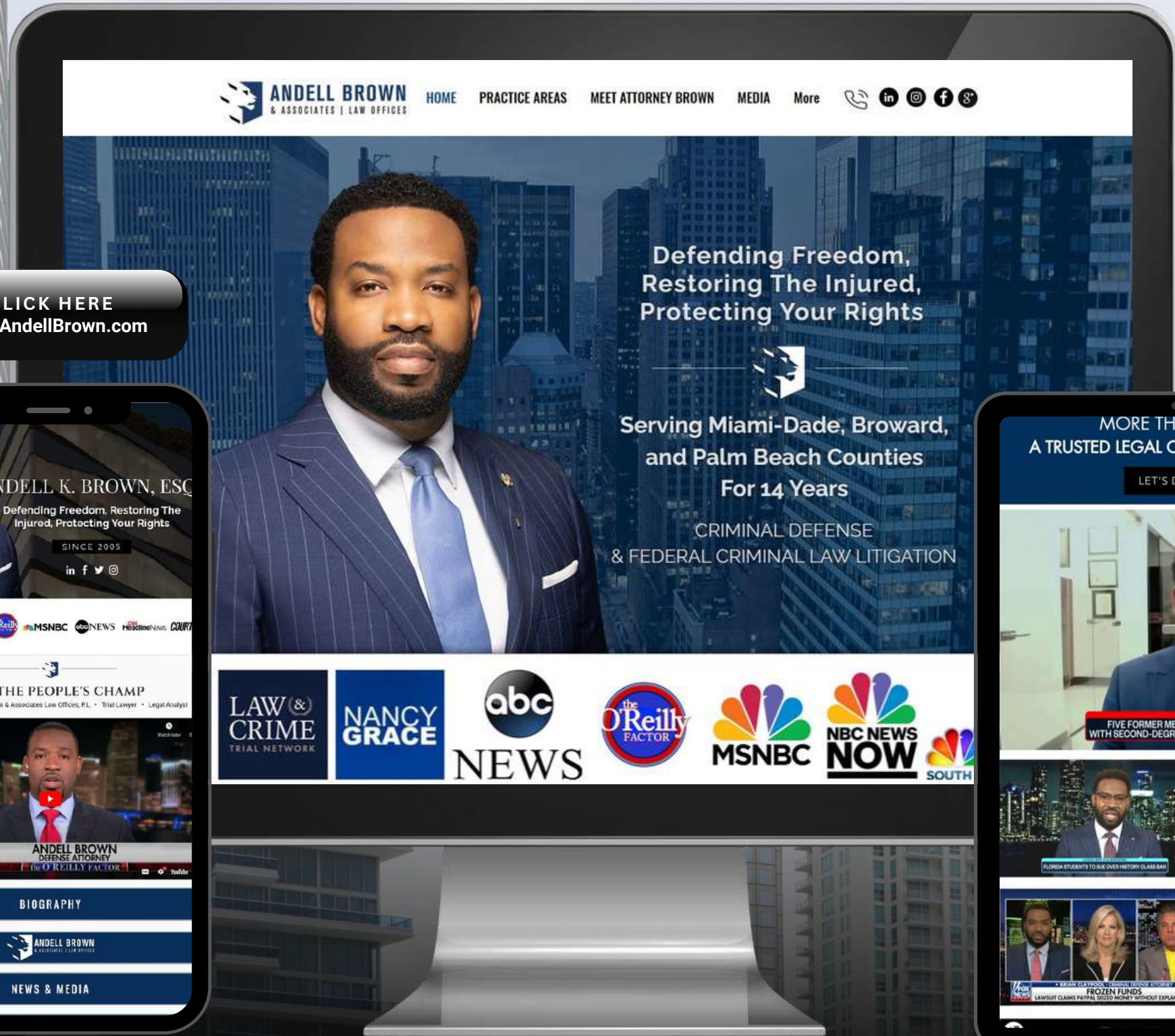
Andell Brown & Associates Law Offices, PLLC.

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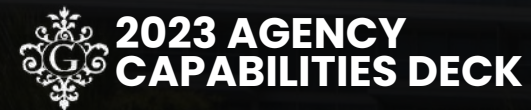
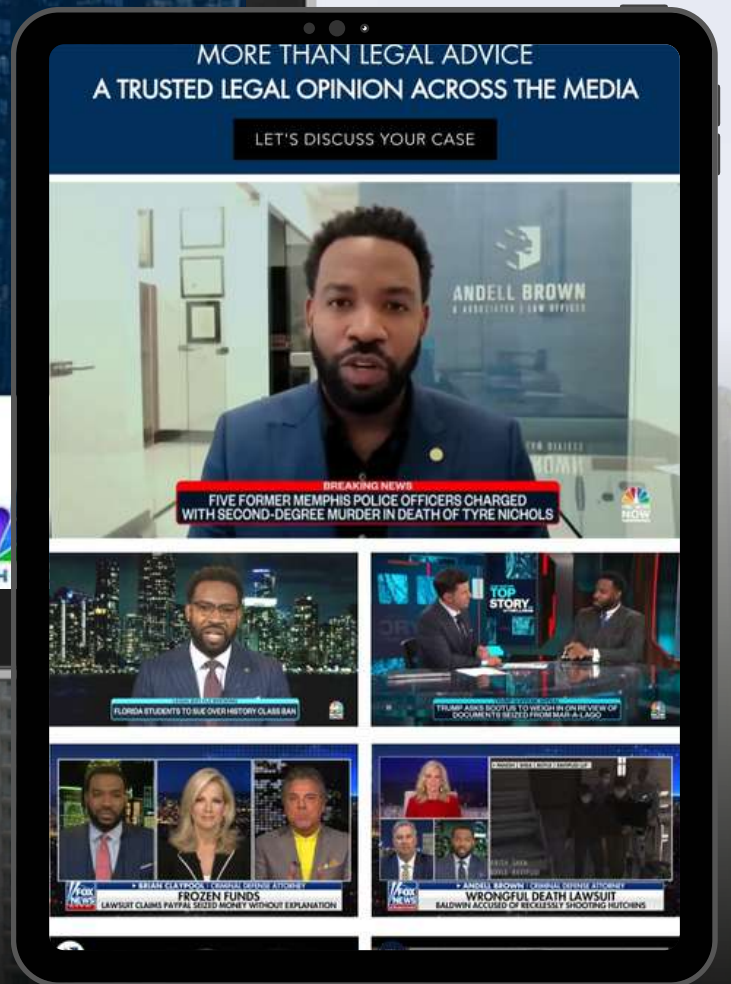
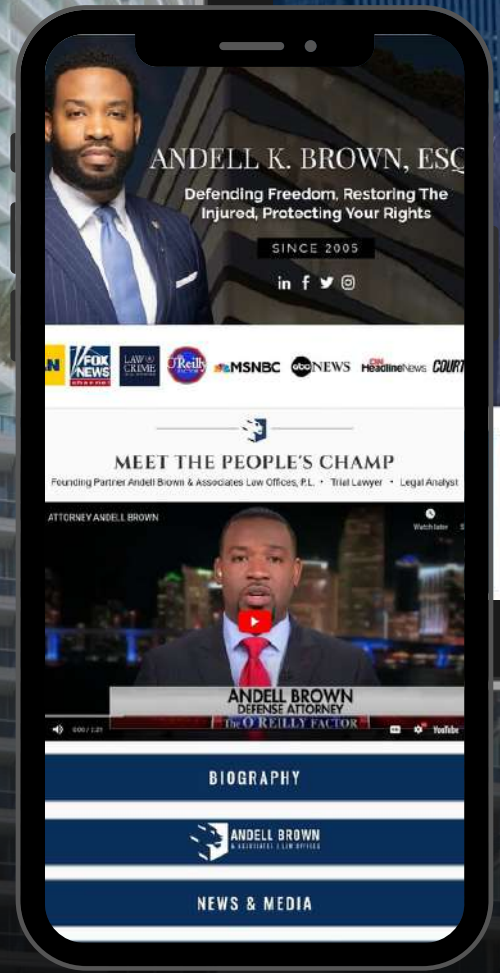
MEDIA RELATIONS & SPEAKING ENGAGEMENTS

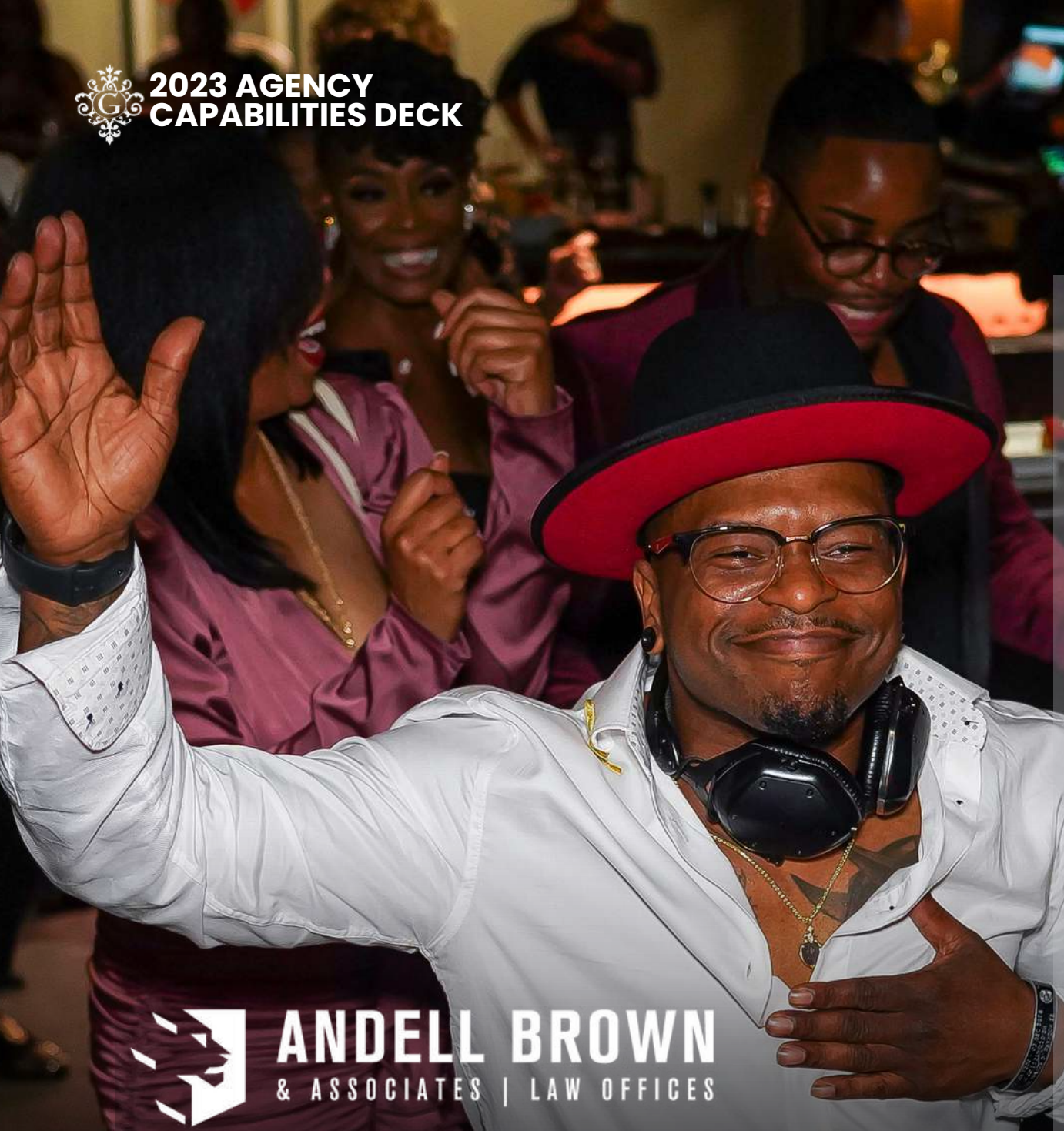
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CLICK HERE
www.AndellBrownLaw.com



CLICK HERE
www.AndellBrown.com





← **soireenoirhuntsville** 🔔 ⋮

Soirée Noir® Huntsville
Event
CONNECT • CELEBRATE • ELEVATE
The Gathering Place for Black Excellence
📍 Presented by @andellbrownlaw
Est. 2018
See You In 2024 🍷🍷
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ANDELL BROWN
& ASSOCIATES | LAW OFFICES

SOIREE NOIR HUNTSVILLE

www.SoireeNoirHuntsville.com

Special Event Activation

GABRIELLE CHARLES & COMPANY PUBLIC RELATIONS AGENCY, LLC.



www.GabrielleCharlesPR.com



CASE STUDY

Goal: Create an event where Oakwood University's alums can gather for a black-tie event during the school's homecoming weekend to celebrate their achievements, network, and make new business connections.

Execution: We planned & produced the event by performing a venue search, negotiated the contracts, handled the logistics and budget, and created the brand identity (via logo design and color palette creation) with a strong marketing strategy that included a digital marketing campaign (event website design, social media marketing and email blasts) grassroots marketing (connecting with locals within the Huntsville area and students coming into the city for the homecoming weekend throughout the US and abroad) and launched it through a successful PR campaign. We also connected the cast members of Oprah Winfrey Network's hit reality show "Love and Marriage Huntsville" as the event's collaborators and former Vanguard Award recipients.

Results: A stellar event that captured the essence of the black excellence experience during Oakwood University's biggest celebration weekend. We shined a light on the achievements of the Andell Brown and Associates Law Offices and brought awareness to the Brown Justice Foundation, which is the 501c3 Non-profit arm of Andell Brown Law Firm.

EVENT WEBSITE + VIDEO



THE INAUGURAL Uptown Avenue 7 Art Bazaar

Special Event Activation & Management

GABRIELLE CHARLES & COMPANY PUBLIC RELATIONS AGENCY, LLC.

*Powered by
Commissioner Jean Monestime, 7th Avenue
CRA & Miami Urban Contemporary Experience*



CASE STUDY

Goal: Create an event activation with a festival feel of art, music, food, and fun that engaged local small businesses within the NW 7th Avenue Corridor (located in Miami-Dade County's District 2 Arcola Lakes Library area).

Execution: Created the site map that had to go before the Uptown 7th Avenue CRA and the board of commissioners for approval to be aware of the vendors' booth & festival participant's placement.

Our event management entailed ensuring the vendors were well accommodated and that the event ran smoothly.

Results: A well-attended community outreach event that engaged small businesses, local residents, and the Miami-Dade Police Department in a festive gathering of art and culture with an organic community dialog that bridged the gap between law enforcement and the people.



EVENT VIDEO



[View insights](#)

[Boost post](#)



Liked by **preppydudejoey** and **42 others**
gabriellecharlespr At the office going over the site plan created by yours truly and the logistics for the Uptown Avenue 7 Street Fair & Art Bazaar. Presented by Chairman Jean Monestime (Miami Dade Board of Commissioners) in association with Uptown Avenue 7 CRA, & the Miami Urban Contemporary Experience. On

Stay In Touch

LET'S SCHEDULE A CHAT

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SOCIAL MEDIA

[@GabrielleCharlesandCoPR](https://www.instagram.com/GabrielleCharlesandCoPR)

