

L. Shennice Cleckley
240 Nehemiah Road, Lexington, SC 20272

Objective

Versatile and dynamic global business leader with a proven track record of orchestrating success in various domains, from entrepreneurship and policy development to business coaching. Seeking a high-impact role to continue driving transformative change on a global scale.

Education

Columbia College, Columbia, SC

- BA., Public Affairs
- B.A., Political Science

Affiliations

- Esteemed Member of Zeta Phi Beta Sorority, Inc.
- Former S. C. Whitmore School, Board Chair (2019-2022)
- Former City of Columbia Accommodation Tax Committee, Board Member

Professional Experience

L. Cleckley Media, LLC

Co-Founder and CEO

September 2023 - Present

- Pioneered the creation and operation of L. Cleckley Media, a visionary media company, where I steer all aspects of the business from inception to execution.
- Craft and implement strategies that not only ensure sustainable growth but redefine the status quo through ingenious podcast and unscripted show production
- Contribute as a thought leader by facilitating online business courses and delivering digital skills training

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- Command attention as a compelling public speaker and presenter on the subjects of business development and entrepreneurship, influencing audiences on a global scale

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Fearless Foundation - Atlanta, Georgia

Executive Director

January 2023 - September 2023

- Elevated the Fearless Foundation to new heights, expertly shaping its strategic vision as a 501c-3 nonprofit organization dedicated to empowering women of color entrepreneurs.
- Forged groundbreaking partnerships with esteemed organizations, including the Tory Burch Foundation, Salesforce, Mastercard, and Amazon, culminating in the acquisition of a remarkable \$1.7 million in grant funding.
- Expanded the Foundation's sphere of influence beyond borders, crafting connections for grants and pitch competitions in international hubs like the Ivory Coast, Brazil, and London.
- Masterminded innovative programs, such as pitch competitions and the 'Get Access Ready' initiative, tailored to equipping women of color entrepreneurs with the resources essential for triumph.
- Acted as a global advocate for the Fearless Foundation's audacious vision to level the playing field for women of color, securing a world where their success enriches entire communities and economies.

Smart Cookie Coaching, Lexington, SC

CEO/Business Coach

2018 - 2023

- Delivered results-driven business coaching and training services, infusing them with visionary strategies that have consistently elevated businesses. Empowered clients to construct enduring action plans, craft effective sales funnels, and deploy resourceful marketing campaigns.
- Spearheaded the Smart Cookie Academy's online business courses, contributing to the educational growth of countless professionals.
- Served as a digital skills training authority, collaborating as a revered Grow with Google local partner.
- Conferred individual and group coaching sessions, instilling small business owners with the expertise to achieve their goals through streamlined automation and cutting-edge systems.

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Smart Cookie Coaching, Lexington, SC

CEO/Business Coach

2018 - 2023

- Tailored strategic plans and roadmaps to meet the distinctive needs of every client, ensuring a global impact.
- Emerged as a global thought leader by delivering influential public speeches and presentations on the evolving landscape of business development and entrepreneurship.

Contract Position: Grow with Google Digital Coach for SC

2020 - 2022

- Led the Grow with Google Digital Coach initiative in South Carolina, providing invaluable digital skills training and support to local businesses and professionals for black and brown business owners.
- Guided and inspired individuals and organizations to leverage digital tools and technologies for growth and success in a rapidly evolving digital landscape.
- Made a significant impact on empowering local businesses through the acquisition of vital digital skills, contributing to their competitiveness on a global scale.

Contract Position: Richland County Entrepreneur in Residence

2021

- Served as the Entrepreneur in Residence for Richland County, providing mentorship and expertise to local entrepreneurs, startups, and small businesses.
- Shared valuable insights and knowledge to help local entrepreneurs navigate challenges, grow their businesses, and make a global impact.
- Contributed to the local business ecosystem, fostering innovation and economic development on a regional and global scale.

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Women's Business Center at Columbia College

Program Manager

2020 - 2022

- Managed and directed the Women's Business Center at Columbia College, providing a hub for women entrepreneurs to develop, launch, and grow their businesses.
- Spearheaded various programs and initiatives aimed at fostering women's entrepreneurship, ensuring their success and competitiveness in the global business landscape.
- Played a pivotal role in empowering women entrepreneurs, driving economic growth, and fostering innovation within the local and global business community.

My Dessert Bar, Columbia, SC

Owner/Baker

2012 - 2018

- Orchestrated the manufacturing and sale of baked goods for both special events and online retail, amassing a dedicated clientele of over 5,000.
- Managed the full spectrum of day-to-day operations, stewarding a workforce of five employees and contractors.
- Initiated a groundbreaking transition from brick-and-mortar to a thriving online presence, executing the shift from 487 walk-in transactions to a staggering 89 online transactions while preserving revenue.
- Innovatively constructed and curated engaging social media profiles and content to bolster the business's online presence on a global scale.

SC Legislative Black Caucus, Columbia, SC

Policy Director/Constituent Services

2012 - 2015

- Provided monthly legislative briefings infused with incisive policy analysis, comprehensive bill tracking, and the development of influential model legislation.

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SC Legislative Black Caucus, Columbia, SC

Policy Director/Constituent Services

2012 - 2015

- Extended an expansive network of support and connectivity for constituents wrestling with state-related policy issues through the issuance of persuasive press releases, informative newsletters, and resounding announcements.
- Masterfully researched policy trends and issues in lockstep with the mission and agenda priorities of the SCLBC.
- Skillfully mediated communication channels between Caucus members, public interest groups, and influential lobbyists.
- Assumed an instrumental role in the orchestration of strategic events and fundraising activities, engendering community awareness and support.
- Meticulously maintained the dynamic social media profiles of the SCLBC to further extend global outreach.

New Morning Foundation, Columbia, SC

Outreach Coordinator/Grassroots Lobbyist

2008 - 2012

- Galvanized local and state stakeholders to unprecedented heights by masterminding community-based advocacy campaigns that amplified public awareness of reproductive health policy issues.
- Engineered a powerful grassroots advocacy network to fortify the Tell Them e-advocacy initiative.
- Cultivated grassroots constituent advocates and organized impactful constituent communication with elected officials at the Statehouse through legislative visits, compelling letters, persuasive phone calls, and impactful social media and email outreach.
- Crafted robust, ongoing communication channels and relationships with community-based activists, faith-based organizations, and influential state and local organizations.
- Spearheaded direct lobbying activities and forged key partnerships with legislative caucuses and individual representatives.

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New Morning Foundation, Columbia, SC

**Outreach Coordinator/Grassroots Lobbyist
2008 - 2012**

- Played a pivotal role in advocating for positive public policy in reproductive health, bolstered by robust relationships with legislative staff, policymakers, and other influential community-based organizations in South Carolina.
- Skillfully facilitated and supported the Coalition's daily operations, ranging from legislative tracking to direct lobbying, which included analyzing the potential legal and medical impact of state legislation.
- Expertly managed key local and national partnerships, steering mobilization and messaging efforts aimed at driving policy-focused solutions for communities on both a local and statewide scale.
- Shrewdly crafted and executed a strategic management plan for nine active committees within the South Carolina Coalition for Healthy Families.