

# Kudos!

What people are saying...



Isha Edwards  
Brand Marketing Strategist

## **Attendees: EPIC Measures' BrandNu Seminar Series™**

- Isha Edwards was informative and personable.
- Loved Isha's attitude. [She is] very knowledgeable.
- Isha was well spoken and informative. I loved the Q&A part of the presentation.
- I like the fact that [Isha] is comfortable with her subject matter. She provides a lot of good information.
- Presentation was very good. [Isha] was also very good. Information provided was valuable.
- The workshop was very insightful and lively for an evening class. It was truly *extraordinary*.
- Isha is very knowledgeable and funny, which makes the seminar very interesting. I would attend another seminar facilitated by Isha.
- Excellent presentation. Presented class with personal and [business] owner experience.
- The seminar enabled me to identify three areas my company needs to focus on to increase its profits. I would rate the seminar and information as excellent.
- Enjoyed. Useful information! This class was very helpful to me. Well done—thank you!

## **Clients: Fashion, Law, Nonprofit & Marketing**

- Isha Edwards is absolutely awesome! She is very professional and quite knowledgeable about all aspects of brand marketing a business on all levels - startup to established businesses. Epic Measures has been quite beneficial to Funky Flair Boutique with all the innovative ideas and great suggestions. Since doing business with Epic Measures, my company has truly blossomed.  
-**Kesha Denise Henderson, Owner, Funky Flair Boutique, Celebrity Stylist & Image Consultant**
- In addition to her writing skills, Isha displayed a high degree of professionalism and initiative in managing [our blog] project. Should the need arise; we would not hesitate to use her services again. -**Alan R. Perry, Jr., Law Office Page Perry, LLC**
- [Isha's] enthusiasm and knowledge of the subject matter is duly noted ... we receive such positive feedback from participants due to her excellent presentations and stimulating discussions. [Isha's workshops] greatly contributed to [our] exceeding training goals ...." -**Dorothy Fletcher, Economic Development Specialist, U.S. Small Business Association, GA District Office**
- Isha was contracted to advise on branding strategies for the Dallas Austin Foundation's "Don't Stop the Music" program, which included curriculum redesign, incorporating branding and promotional initiatives in planning, and providing business education instruction for program music engineers... Isha has strong technical and marketing proficiency. Value-added insight demonstrates her passion for empowering individuals and organizations to excel. Isha's continued interest and support of both the Foundation and DSTM is welcomed to the extent that her services will be employed again. -**W. Bernard Cook, (former) Director, DSTM, Dallas Austin Foundation**
- In both roles: Moguls-in-Training program coordinator and lead business component facilitator for Camp New Look, Isha exceeded my expectations. Her approach to instruction and management is simple, enlightening and engaging. Her knowledge of business principles combined with industry experience and creativity is a winning combination, which ensured success. It was a pleasure to work with Isha and I would not hesitate to refer or work with her again.  
-**C. Chandler-Ward, (former) Program Director, Usher's New Look Foundation**
- I was very impressed with [Isha's] approach, knowledge and strategies....It was wonderful to [consult] with someone who is proactive and has the experience I very much needed to tap into.  
-**Robin Downes, Robin Downes Design, Saint Thomas, U.S. Virgin Islands**

Updated: December 29, 2017

## **Clients-Cont'd: Entrepreneurial Education, Music, Academia & Media**

- Based on similar skills and experience, Isha was selected to be on a ten member team of business professors, business professionals, and entrepreneurs contracted to serve as teaching facilitators during West Liberty University's two-week, onsite Emerging Minority Business Leaders Institute. Facilitators were required to guide their teams through the business plan development and competition process for a new or derivative technology transfer product. Facilitators also served as teaching assistants for the Institute's general business course, "Strategies for Technology Management and Commercialization".... A value-added experience included Isha's conversion of a business startup roundtable discussion into an interactive learning experience for students, which she named, "The E-Insider Show"... As a result of her contribution to EMBL's 2010 Summer Institute, I recommend Isha for opportunities commensurate with business or entrepreneurial instruction or consulting. **-Carrie J. White, MBA, JD, Associate Professor of Business Law and Entrepreneurship, College of Business, West Liberty University**
- Every second and fourth Tuesday, we host an industry empowerment session called, Tempo Tuesday, which educates songwriters and publishers on various business and career management topics. As a Tempo Tuesday guest speaker, Isha did an excellent job explaining the seven facets of business. She is extremely knowledgeable and there is no doubt our affiliates received very valuable and insightful information during her presentation. In fact, thanks to Isha, we all learned what is essential to entrepreneurship including how to sustain and manage our businesses. **-Cappriccio M. Scates (former) Associate Director, Writer/Publisher Relations, SESAC, Inc.**
- EPiC Measures has provided branding support for me since 2005. From high-profile events and community initiatives to national campaigns and international media coverage, which reflect CAJO's mission and my career goals, account manager, Isha Edwards continually displayed exceptional skills in the area of branding; a high degree of professionalism as well as initiative. **-Canton Jones, Arrow Records Recording Artist, President & CEO, CAJO International**
- Working with Isha over a two year period was a valuable exchange. Periodically, Isha was contracted to provide copy editing services for doctoral candidates, visiting scholars, and others in academia including myself. Her knowledge of marketing concepts, solid business and journalistic acumen are reflected in her work. To her credit, Isha did an outstanding job copy editing my book, *Chindia Rising: How China and India Will Benefit Your Business*. **-Dr. Jagdish Sheth, Charles H. Kellstadt Professor of Marketing, Goizueta Business School, Emory University**
- Isha is an intuitive writer and editor who demonstrates strong marketing and technical proficiency. A noteworthy attribute is her ability to pitch angles, which maintain the credibility of subject matter. Also noteworthy is Isha's ability to maintain a writer's voice while ensuring accuracy as well as clarity. Isha exceeds my expectations such that I would not hesitate to use her services again. **-Dr. Arne Floh, Senior Lecturer in Marketing at Surrey Business School, University of Surrey**
- An expert brand-driven marketer, Isha has flourished as a writer and editor garnering recognition in a variety of business and entertainment publications in the U.S. and abroad. She also excels as a business instructor and brand marketing consultant. As someone who adds value by pairing creativity with science, Isha has a knack for propelling organizations and individuals forward. **-Kevin D. Johnson, President, Johnson Media Inc.**
- In December 2005, Isha Edwards began providing content for New York based, The Industry Cosign. Today, Isha remains a valuable part of my editorial team. Her writing skills are exceptional as is her level of creativity, foresight, and follow-through. **-Cedric "Big Ced" Thornton, Editorial Director, The Industry Cosign**

## **Professionals: Music, Film, Radio, Television, Academia, Public Speaking & PR**

- We appreciate having Isha as a panelist during the Urban Network Entertainment-Marketing Summit in Newport Beach, CA. In addition to being informative, Isha's insight on branding as it relates to the seven principles of business made the session, "Indie Label Power Panel: Your Success Guide to Running an Indie Label" compelling. We welcome receiving additional insight from Isha for the *Urban Network* magazine as well as future summits.  
-**David A. Mitchell, Producer, Urban Network Digital Conference**
- As a non-profit organization, the mission of The Recording Academy® is furthered by both membership contribution and involvement. Upon joining the Academy, Isha Edwards became actively involved lending her skills and experience as an entrepreneur and Brand Marketing Consultant to our "State of the Music Industry" panel. Isha's contribution to the panel was invaluable. Attendees gained a wealth of knowledge from Isha's counsel noting that she was a great asset to the panel. Her continued support of The Recording Academy as well as her ability to "empower professionals through practical business instruction" is always welcomed.  
-**Erin Baxter, Sr. Membership & Project Manager, The Recording Academy (Atlanta Chapter)**
- EPiC Measures is truly a forward-thinking B2B entity. From creating compelling promotional videos with a team of industry icons, community leaders, and neo talent to developing authentic brands for companies and personalities in the entertainment industry and beyond, Isha delivers stellar client service, cohesive conceptualization and implementation of projects, and intuitive brand marketing strategy. -**Doreah Dean, Creative Marketing Manager, International Theatrical Creative Advertising, Sony Pictures Entertainment**
- I had the pleasure of having Isha Edwards as a guest on my show. We discussed the essentials of entrepreneurship and owning a small business. This broadcast was indeed, empowering. Based on responses from some of my listeners, Ms. Edwards left them feeling like as long as they had a vision, passion and a willingness to succeed they could achieve their dreams of owning a business. [Ms. Edwards] has a winning personality that resonated across the airwaves and she is welcomed to return as a guest any time! -**Wendi Stroud, Host, "Wake Up With Wendi," WAAW-Rejoice 94.7 FM**
- Isha Edwards is a lead professional who understands the ins and outs of the entertainment industry. Her vast knowledge and extensive industry connections gives her the leverage to gain access to a variety of platforms in the U.S. and abroad. -**Dennison L. Bradford III, (former) Producer, "The Spirit with CoCo Brother," Praise 97.5, Hot 107.9, Syndication One/Radio One**
- I met Isha during a business and community networking event in the fall 2007. As the guest speaker for the session, Isha was enthusiastic, studious and business-minded. A mentor and industry professional, Isha embodies the words she speaks. What furthers her goals and strengthens her level of expertise is "studying to show [herself] approved." Networking, maintaining healthy beneficial relationships and reading a broad range of publications, enables Isha to share insight that empowers me and others to excel. -**Tiffani-Mishelle Johnson, Writer, T-Mvisions**
- In addition to solid business acumen, Isha has a positive, nurturing attitude. She is a people-person who is gifted with the ability to solve technical, operational, and even human relations problems. During her tenure at Goizueta Business School, Isha remained consistently helpful to students, faculty, and staff. She is known to be dependable, supportive, intuitive and resourceful.  
-**Dr. Jeffrey A. Rosensweig, Associate Professor, International Business & Finance and Director of the Global Perspectives Program, Emory University Goizueta Business School**
- As always, I do appreciate [Isha's] eagerness to allow great minds to become world class. That is truly a gift in itself, one that will repay her a million times over. -**Larry Jemison, Author and Professional Speaker, The Jemison Group, LLC**
- With each exchange, be it an article or promotional video for my clients, Isha does a phenomenal job! -**Barry L. Florence President, BDC World PR, & Publicist, The Ludacris Foundation**