

# Herbal & Holistic Business Marketing

Tyrell Blacquemoss is a trained herbalist and serial entrepreneur offering **marketing campaign design and activation** for herbal and holistic businesses.

**Address:** 824 W Rt. 66, Unit 407, Flagstaff, AZ  
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## PROFESSIONAL SKILLS

Adobe Photoshop  
 Adobe Illustrator  
 Adobe InDesign  
 Google Products  
 Adobe Creative Suite  
 Online Course Design  
 Modeling  
 Product Photography  
 Networking  
 Researching  
 Copywriting



## SERVICES

Product Brand Ambassador  
 Collaboration with Local Farms  
 School Field Trips  
 Waldorf and Montessori Curriculum Building  
 Herbal Aid for Community  
 Preserving Indigenous Wisdom and Technologies  
 Seasonal and High-Ticket Events  
 Herbal Formulations for Communities of Color  
 Online Marketing  
 Designing Marketing Collateral

## EXPERIENCE & AFFILIATIONS



**Cornell AAP**  
 Architecture Art Planning



**theLearningWeb**  
 Learning by doing... youth becoming adults



## TRAINING

Bachelor of Fine Arts, 2017  
 Emphasis in Africana Studies and Indigenous Studies

*Herbalist* Amanda David, student of Susan Weed  
*Master Gardener* Vince Zazueta  
*Mexico-US Borderlands Historian* Edgar Bernal Sevilla  
*Cross Cultural Shamanic Practitioner* Dr. Geryll A. Robinson  
*Indigenous Faithkeeper* Jen Alvarez  
*Sangoma* Gogo Sihahla  
*Herbalist* Phyllis Light  
*Astrologer and Women's Health Advocate* Lajé Reine  
*Liberation Specialist and Alchemist* Joy Tabernacle  
*Communal Farmers* Ho'oulu Aina

## EXAMPLE TIMELINE

FIRST

SECOND

THIRD

FOURTH

FIFTH

**Your Story**

**Your Image**

**Application**

**Community Partners**

**Activation**

Mission, Values, Background, Goals and Inventory

Current Online and Community Reach

Designing a year-long campaign for your needs

Securing support for your marketing campaign

Follow through and campaign evaluation