

EMMA J. O'NEAL

BIO

E.J. O'Neal is a partner with The Chameleon Group, a multi service, PR, marketing and media agency. *Maurice Evans*, head of civil service, police and fire departments for the City of Dayton, Ohio, has commended her publicly for exemplary creative media and marketing direction and execution with fire and police recruitment campaigns for the city.

As a PR agent, marketing consultant and promotion director, she has worked in radio (WHUR-FM, WOL-AM, WMMJ-FM, WKYS-FM) and television (WRC-TV/NBC 4; WRCX-TV; Dayton's WB) in several top five markets, securing #1 ratings, developing and executing creative, on-air, traditional, digital and locational campaigns. Events famously executed include: NBC4's (WRC-TV) For Your Health & Fitness Expo (100,000 attendees), and the Stone Soul Picnic (WMMJ-FM/Majic 102.3 – over 100,000 attendees/multiple years).

As a 20 year veteran working in, and with media, much of her strength lies in working on fully managed projects that include developing, creating and executing all the creative and marketing placement for clients; Two seasons in Washington, DC (the Kennedy Center) and Philadelphia, PA, Buena Vista Theatrical Group and Elton John's "AIDA" as Audience Development Director she introduced multiple audiences to highly awarded play. E.J. has received awards and commendation for: Diversity Chairperson, Dayton Advertising Club (2003-2005), Teacher's Honor, National Association of Black Journalists (2011), and multiple volunteer awards from Dayton Veteran Administration.

She is a Professor (communication and media studies), a business communication practitioner, writer and content creator, a keynote speaker, and a mom.