



MR4.0

AWARD-WINNING BRANDING & MARKETING EXPERT

CAPABILITIES DECK





OFFICIAL BIOGRAPHY OF KEVIN WILLIAMS

Kevin "Mr.4.0" Williams emerges as a magnetic force in the arena of Communications & Marketing, showcasing over a decade of hands-on expertise across diverse industries. With a multicultural background, he ignites growth, makes innovative decisions under pressure, and consistently delivers service-minded, solution-centric excellence.

Draped in accolades, Kevin has been lauded by prestigious organizations for impactful community contributions. In 2017, Huffington Post hailed him among the "Top 25 African American Publicists to Watch in the Nation," while in 2022, WVON & Ariel Investments celebrated him as one of the "40 GameChangers Under 40."

A luminary in media, Kevin "Mr.4.0" Williams has graced platforms like Huffington Post, IHeart Media, and WVON Radio, where his narrative unfolds. He orchestrates compelling public relations campaigns, with a clientele that includes Hollywood Chick-fil-A, Digital Influencers B.Simone, Reggie Couz, The Shiggy Show, Radio Personality Tone Kapone, Award-winning Artist Bobby V, The Black Fairy Godmother Foundation, Sip & Savor Coffee House, Celebrity DJ Traci Steele, and Hulu Executive Erica Mines.

Within the dynamic landscape of public relations, Kevin has strategically positioned clients for nationally syndicated interviews on Forbes, BET, VH1, TV One, ESPN, Blavity, IHeart Media, The Sister Circle, ABC & WGN News. Notably, he curates exclusive red-carpet appearances for both internal and external clients, crafting a narrative that resonates.

A pivotal moment in Kevin's journey unfolded at the age of 24 when he independently negotiated and secured his first client endorsement with Coca-Cola, a triumph valued at \$75,000. This early success propelled him to seal national deals with industry giants like Chick-fil-A, Wendy's, Sprite, Fashion Nova, Dope, Remy Martin, and more. His journey resonates as a testament to strategic brilliance and a commitment to excellence that transcends industries.



IHUFFPOST



iHeartMEDIA
INC

CHICAGO'S VERY OWN
WGN9





TRACK RECORD, SKILLS, & CAPABILITIES



- Awarded by WVON & Ariel “Investments 40 Under 40 GameChangers” (2022).
- Awarded by Huffington Post “Top 25 African American Public Relations Professionals” in the U.S (2017).
- Awarded by PACO Collective “Most Likely to Succeed” (2017).



LOL COMEDY HONORS AWARD SHOW (PR & MARKETING DIRECTOR): Staffed, coordinated, and executed internal and external events in key territories including talent media days, major industry events, internally planning meetings, junkets, as well secured over 51 national media placements, reached over 10.5M+ impressions for digital campaign, etc.



CHICK-FIL-A HOLLYWOOD (EVENT PRODUCER & PUBLICIST): Developed their event's public relations & marketing campaign materials including press releases, bios, synopsis, press kits, sponsorship decks, logos, ads, and more. Developed new business relationships and perform as a “liaison” between the client, vendors, and talent.



MEDIA RELATIONS CLIENTS: Secure top-tier national & regional media placements (digital, print, radio, and television) by crafting captivating press releases, building relations between the and media, and executing written and verbal pitches.



ADMINISTRATIVE & PR CLIENTS: Assist clients at both internal and external functions such as awards shows, premieres and industry events. Book and coordinate itineraries, develop and oversee all budgets, works closely with internal & external management, finance and creative departments on all brand elements. As well, filed necessary agreements, itineraries, etc.



SPONSORSHIP OUTREACH CLIENTS (MARKETING COORDINATOR): Secure national & local endorsement & sponsorship deals increasing their income of revenue by 37%. Developed proposals and marketing materials, pitched, negotiated, and garnered monetary sponsorship & endorsements between the value of \$5,00.00 to \$75,000.00.



DIGITAL MARKETING & PR CLIENTS : Implementing various social media strategies that saw a substantially increase 42% increase in followers and "likes" with influencer and cross marketing.

- Identifying client's weaknesses in existing marketing campaigns and develop pragmatic solutions within budgetary constraints, market research, and public relations pre/post-evaluations.



MEDIA PLACEMENTS & BRAND PARTNERSHIPS SECURED



A BAD PAST WILL ENCOURAGE A BETTER FUTURE



Forbes



HELLO BEAUTIFUL



VoyageLA

FASHION NOVA

FOX SOUL

RÉMY MARTIN



CURRENT & PREVIOUS CLIENTELE (EXTERNAL/INTERNAL/PROJECT)



Bobby V.

Award-Winning Signer
(Publicist)



B. Simone

Comedian, & Digital Influencer
(Project Based- BET 17")



Nate Robinson

Veteran & 3-Time Dunk Champion
(Project Based)



Shari Nycole

Media Personality & Super Producer
(Brand Manager)



Erica Mines

HULU Executive
(Brand Manager)



The Shiggy Show

Digital Influencer
(Publicist)



Te Lovee

Reality Star
(Publicist)



Emerald Marie

Media Personality & Model
(Brand & Marketing Manager)



Chanel & Duke

Digital Influencers
(Creative Services)



Simone Gordon

Non-Profit Owner
(Event Publicist & Crisis Manager)



CLIENT CASE STUDY (REGGIE COUZ)

Client: Reggie Couz

Niche: Entertainment

Market: Los Angeles, CA

Caliber: A/B Celebrity

Services Rendered: Branding, Endorsement/ Sponsorship Outreach, Public Relations.

Firm/ Publicist: 4.0 Public Relations & Marketing

Senior Publicist: Kevin Williams

Campaign Duration: 3 Months

Publicist's Labor/Hour Per Week: 40-47

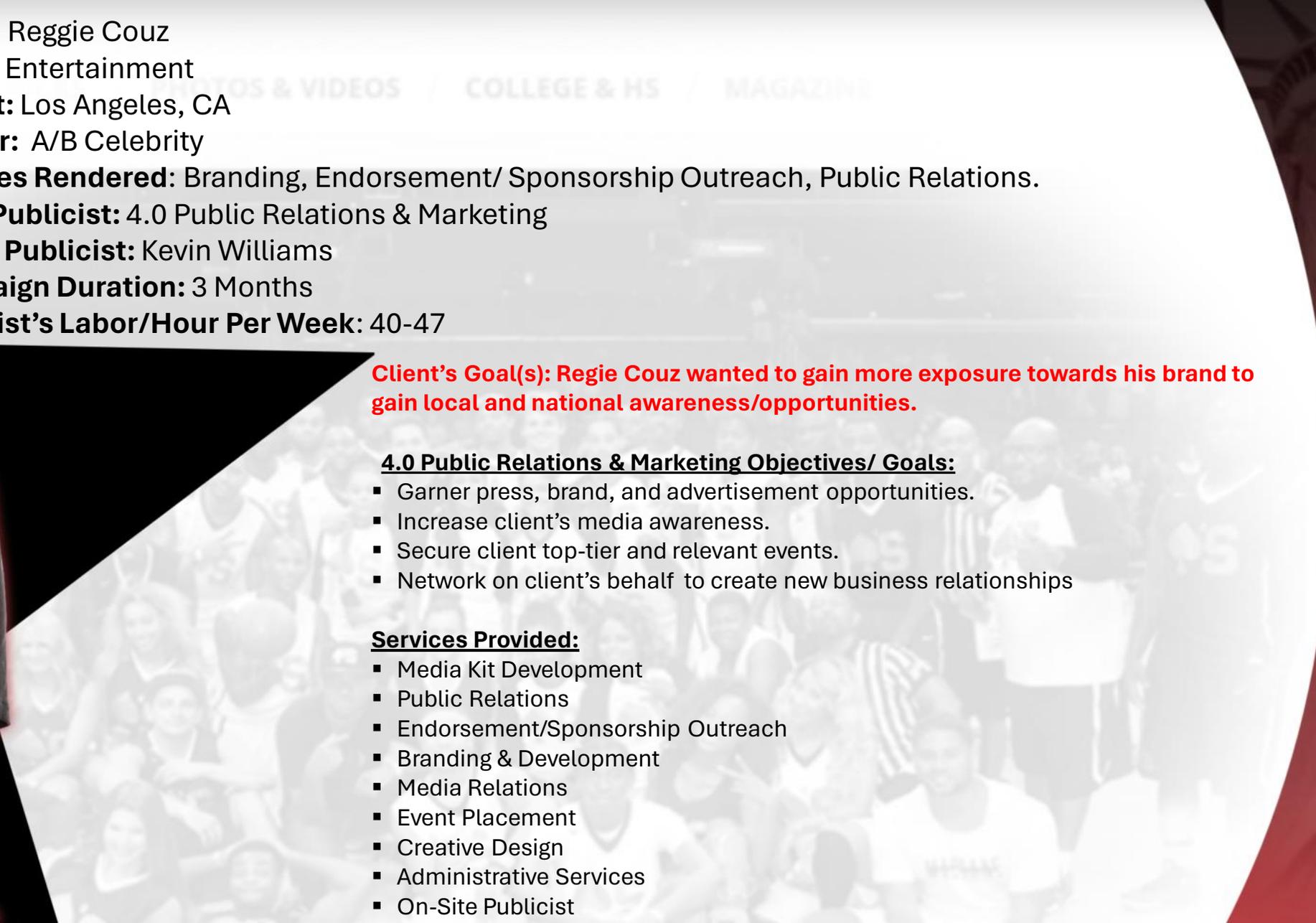
Client's Goal(s): Reggie Couz wanted to gain more exposure towards his brand to gain local and national awareness/opportunities.

4.0 Public Relations & Marketing Objectives/ Goals:

- Garner press, brand, and advertisement opportunities.
- Increase client's media awareness.
- Secure client top-tier and relevant events.
- Network on client's behalf to create new business relationships

Services Provided:

- Media Kit Development
- Public Relations
- Endorsement/Sponsorship Outreach
- Branding & Development
- Media Relations
- Event Placement
- Creative Design
- Administrative Services
- On-Site Publicist





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THE RESULTS DELIVERED (REGGIE COUZ)

Branding- We designed Reggie Couz’s brand new logo which gave him brand identity. He also received a “business & media kit” that was utilized for pitching for brand deals, events, and press opportunities.

Development- Client needed materials to create a professional media kit. We used our relationship with Photographer to receive a discounted photo-shoot for client. We also secured in-kind sponsorship (clothing) and a complimentary stylist for Reggie in 2 days .

Public Relations: 4.0 Public Relations & Marketing created Reggie’s new bio, pitch letter, and business proposals, and branded him.

Garnered Event & Media Placements:

- Aces in Action Celebrity Basketball Game
- After Buzz TV
- Slam Magazine
- In Touch Magazine
- Juhahn Jones’ Summer Party,
- Power 92 Chicago (Radio Interview with Ricky Rampage on November 19, 2016) Mainstream w/ guaranteed over 700k listeners.
- Interview w/ Celebrity Blogger Bobby Pen @bobbypen | Link: <http://www.thebobbypen.com/ripvine-vine-took-reggie-couz-viral-hollywood-podcast/>
- Ent Scoop (www.entscoop.com). This is of L.A’s top/reputation media outlets that only covers A list celebrities.
- Blavity: Meet the Creator | Website Link: <http://blavity.com/>
- Client attend the movie premiere for “Almost Christmas.”
- Client Attended the launch event for Lincoln Motor Company.

Bookings/Endorsement/Sponsorship Deals:

- DOPE Clothing (Ad Deal)
- Genius Clothing Company (Ad Deal)
- Truman State University Fashion Show (Booking)
- Aces in Action Foundation(Brand Ambassador Deal- <http://acesgivesback.com/>)
- Negotiated and secured Sprite/Wendy’s Campaign Deal (Endorsement Deal)
- Acted as liaison and secured the LIVE Nation brand ambassador deal. (Brand Ambassador Deal)
- **Projects:** Rebranding photo-shoot and HBCU College Tour.
- **Administrative Services:** Handle emails, filing, act as liaison on with 3rd parties.

Total Media Hit:

- Potential Reach: 1, 126, 508
- Actual Engagement: 719, 372

SECURED DEALS





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CLIENT CASE STUDY (LOL COMEDY HONORS)

THE SITUATION: Founder of Hidden Agenda, Marsha Taylor produced the Inaugural “**LOL Comedy Honors** “ awards show on August 24, 2017, in Harlem, NY at the Alhambra Ballroom. Creator Marsha Taylor is inquiring top-tier and effective public relations & marketing services to stimulate a buzz surrounding the event, while building a firm foundation for her company. **LOL Comedy Honors** is an awards banquet to honor the trailblazers within the Entertainment Industry (Comedians) such as the legendry Richard Pryor, George Lopez, Robert Williams, and more!

THE GOALS:

- ❖ Garner local & reputable press coverage (Live Stream is optional) that will position the brand in positive light.
- ❖ Create an amazing long-term impression with brands, community partners, public figures, etc.
- ❖ Increase the brand’s impressions via social media and online sales.
- ❖ Build new healthy and long-term business relationships with strategic partnerships for future endeavors.

Public Relations Deliverables:

- ❖ Developed/designed the press materials for the “LOL Comedy Awards Show,” which includes press releases, media alerts, press kit, event content, proposals, logo, story angles, and pitch letters.
- ❖ Developed a publicity/social media campaign in efforts create pre/post awareness for the “LOL Comedy Awards Show.”
- ❖ Developed a media distribute list, which will be will utilized for press/media release distribution in efforts to garner local press coverage for the “LOL Comedy Awards Show.” (Pre/post coverage: online, radio, television, print, etc.).
- ❖ Developed/implemented a public relations, promotional, forecasting strategy for the Hidden Agenda’s “LOL Comedy Awards Show.”
- ❖ Managed the red-carpet operations/ production.
- ❖ Developed/distributed any necessary invitation to celebrities, influencers, tastemakers, public figures, industry leaders, etc.

Marketing Deliverables (External & Internal):

- ❖ Designed all promotional & marketing materials such as flyers, website, social media visuals, step & repeat, etc.
- ❖ Researched and obtained any permits/licenses required by the City of Brooklyn or New York City.
- ❖ Secured Brand Ambassadors
- ❖ Strategic Partnership: Built partnerships with local/national brands for promotional purposes, tickets accessibility, advertisement, cross promotions, and necessary activations.
- ❖ Provided printing, staffing, labeling, or any other necessary requirements for event production/set-up.
- ❖ Developed/implemented all social media marketing & management campaigns such as: content development, advertisement, budgeting, contests, posting scheduling, etc.





LOL COMEDY HONORS (THE RESULTS)



56 LOCAL & NATIONAL MEDIA PLACEMENTS



SOLDOUT VENUE
CAPACITY: 350 SEATS
TICKET VALUE (\$150- \$300)



SECURED PRODUCT AND MONETARY SPONSORSHIP



PROVIDED FULL PR & MARKETING STAFF

AVAILABLE ARTICLES

- ❖ HUFFINGTON POST ([READ ARTICLE](#))
- ❖ BET NETWORK ([READ ARTICLE](#))
- ❖ SOURCE MAGAZINE ([READ ARTICLE](#))
- ❖ GETTY IMAGES ([READ ARTICLE](#))
- ❖ MAD TALK NETWORK ([VIEW FOOTAGE](#))





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SERVICES & INNOVATIVE CREATIVE DEVELOPMENTS



- Creating an identity for your brand from the start.
- Position your brand and develop the message.
- Building a brand-centric branding strategy.
- Curating website content and developing other digital assets to reflect the brand's identity.
- Strong brand identity
- Corporate logo designing



- SEO & WEB
- Email Marketing
- Social Media
- Integrated Marketing
- Brand Photography
- Brand Positioning
- Brand Launch (or Re-Launch) Email Marketing
- Brand Development
- Brand Discovery
- Brand Positioning



- College Graduation
- Conferences
- PR + Marketing Seminars
- Community Outreach



EVERYTHING RIGHTEOUS MEDIA KIT





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CLIENT'S TESTIMONIALS



Chanel DeLisser
Entrepreneur & Influencer

“Working with Kevin was a great experience. He listened carefully to each revision needed for my media kit, in addition to utilizing his expertise needed to appropriately display my brand. Kevin met deadlines in a timely manner and directly communicated any sudden changes or revisions needed for my media kit. I appreciated Kevin’s professionalism, attention to detail, and creative approach to creating my media kit. It has been a true pleasure working with Kevin.”



D. Benton
Director of Sales & Brand Growth at Chick-Fil-A

“4.0 Public Relations & Marketing Firm is a well-versed public relations firm that was instrumental in our restaurant's campaign. The firm was an expert in their field who ensured that we were prepared, organized, and informed about the effective utilization of public relations. 4.0 PR understood our campaign goals and created a detailed synopsis of what was expected for our event.”

The firm was able to secure us vendors, entertainment, influencers, media partners, and city permits for street closures. 4.0 PR maintained consistent communication about the status of the campaign, information we would have to make decisions on, and updates. The firm worked extremely hard to make our event successful . Thank you to the team at 4.0 Public Relations & Marketing Firm! We appreciate all of your efforts towards a successful campaign!”

"4.0 Public Relations & Marketing Firm has been a PR partner in the rebranding of Simone Gordon and the BlackFairyGodmother Foundation since June 2023. Despite tight deadlines, the firm successfully assisted in organizing the Grant Wishes Fundraiser Dinner for the foundation in Newark, NJ. The event was a huge success, benefiting four domestic violence shelters in the area.

The Purple Diamond Gala, originally scheduled for a different date, has been postponed until May 11, 2024. Kevin J Williams, the founder, will serve as the NJ Gala Director for the foundation. As a national black nonprofit, the firm has not only met but exceeded the foundation's expectations.

Kevin Williams, the founder, has played a pivotal role in saving the reputation of the foundation and the career of Simone Gordon, America's BlackFairyGodMother. The firm consistently delivers astonishing results, showcasing their dedication and effectiveness in the nonprofit sector.



Simone Gordon
CEO & Founder of
The Black Fairy Godmother Foundation



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CLIENT'S TESTIMONIALS



C. Frey, DM
Entrepreneur & Doctor

“After a long search for a PR and Marketing company, I came across Kevin Williams and 4.0. Kevin is professional and knowledgeable. He displays confidence without coming across as arrogant which is exactly what you want in this industry. I felt very comfortable conversing with him but he also wasn’t afraid to challenge or push our team to start thinking outside of the box. We are extremely excited to be working with him. “

As Zig Ziglar said, “there’s no elevator to success”. When I started my business, I thought I could do everything alone. I quickly realized that I was overworked, overwhelmed and over paying for MANY services that a brand manager could have easily navigated for me. Kevin took the time to understand my brand, do market research to effectively market my brand, and create a personalized approach to meet my long term goals. From the rebranding to the website design, the process was seamless and I couldn’t be happier. If you want to get your brand to the next level, please consult with Mr.4.0 and his team!



Tiana Bain
CEO & Founder of
Lauryn Cosmetics



Avi'Yam Jordan
Radio Personality

“Blazing with creativity, Kevin Williams developed an immaculate media kit for me that exceeded expectations! Williams captured my skills, aesthetic and natural talents and developed the perfect kit that I can be proud to deliver in multiple media arenas. With this media kit, I am excited to see how my journey as a media professional will grow. I have faith that Williams' ability to not only pitch, but deliver optimal results, will enhance my career. Thank you, Mr. 4.0!”