

# Press & Media Kit

## The Branding Icon, Pamela Rosara Founder & CEO, ICONIC®

[www.thebrandingicon.com](http://www.thebrandingicon.com)



# THE BRANDING ICON

www.TheBrandingIcon.com

## Pamela Rosara

### Facts

- I own a registered trademark for ICONIC® which is a 6-pillar branding strategy for all businesses.
- I have over 60 character references and results via my webpage.
- I have worked in television, radio and newspaper over 15 years and offer excellent business and creative acumen advice.

### Awards

- Virginia Media/Inside Business' Top 40 Under 40-Norfolk, VA
- 2024 Small Business of the Year Award by the Hampton Roads Chamber of Commerce
- ACHI Magazine Awards 2024:  
The nominations include:
  - Woman of Inspiration
  - Management and Consulting Award
  - Woman of Influence
  - Small Business of the Year

### Social Stats



**LinkedIn : Pamela Rosara Jones**

4.8k followers & 836  
Newsletter Subscribers



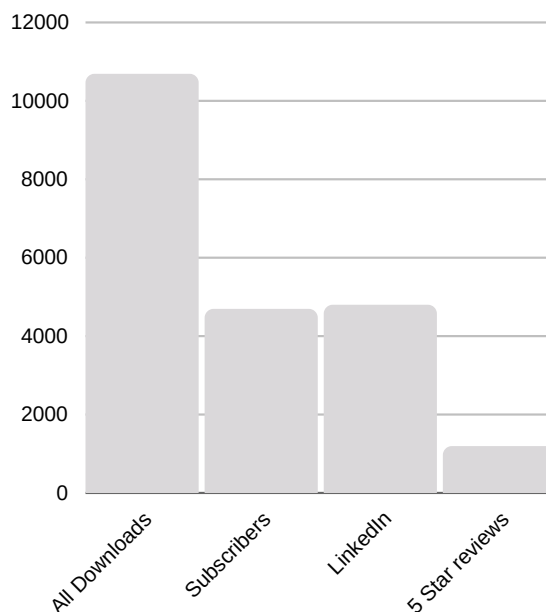
**"Icons Only" Email Subscribers**

4695 Subscribers



**Facebook: Personal and Business Page**

Personal: 6.8k  
Business Page :5.6k



### Demographics



# PAMELA ROSARA JONES

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## About me

Pamela brings over 20 years of experience working with major brands like MTV, SONY Columbia Records, WTVZ, and CBS, where she has mastered the art of content creation that drives both conversions and brand loyalty. Her expertise lies in captivating audiences and turning casual observers into loyal brand ambassadors, all while expanding brand equity. As the founder of ICONIC®, a Certified Small Women and Minority Owned Supplier in Virginia, she is not only breaking barriers but also setting new industry standards.

Pamela's influence extends through her involvement in professional organizations like the Public Relations Society of America and the Hampton Roads Chamber of Commerce. A proud graduate of Norfolk State University with a degree in Mass Communications/TV Production, and a member of Alpha Kappa Alpha Sorority, Incorporated, she combines her diverse skill set with a passion for community and culture. Her most rewarding roles, however, are being a mother to Jayce Royal and Kamani Regal, which inspires her to connect deeply with clients and understand the human elements behind successful branding.

## About ICONIC®

**I Am the Founder Of An Innovative Brand Marketing Consultancy Hyper-Focused On Branding, Marketing, Publicity, Public Relations, Business Development, Sales and Advertising.**

I don't just build brands; I sculpt legacies. I infuse energy into your identity, turning ordinary businesses into extraordinary icons that demand attention. My edgy yet comprehensive approach transforms the mundane into the memorable, ensuring your brand isn't just noticed—it's celebrated. Ready to redefine your narrative? Join ICONIC™, where I turn brands into bold statements, and your success story begins.

