



# BYRON LINNELL EDWARDS

CREATIVE VISUAL ARTIST

STRATEGIST — SOCIAL IMPACT, ENTERTAINMENT AND WELLNESS

FOUNDER, WELLNESS FOR CREATIVES™

Byron Linnell Edwards is a visual artist and creative brand strategist with a unique eye on a culture that has contributed to elevating and executing a number of media entities, strategies, and celebrity-based talent initiatives within music, television, film, wellness, and social justice. With over 15 years of experience within arts and entertainment, Byron executes on major brand projects, collaborating with celebrity and influencer talent impacting culture through engagement and narrative change.

As a professional, Byron continues to consult for a number of media brands and currently is the Head of Social Impact at The Shade Room, where he was responsible for the massive political initiative in 2020, social impact partnerships, and philanthropic giving. He's previously led press and/or social media initiatives worked companies including BET Networks, Roc Nation, Color Of Change and American Black Film Festival.

As a creative, Byron continues to create artwork while invest in his passion for digital media, wellness and running through Wellness For Creatives, which promotes mental health, burnout prevention, and holistic wellness to his audience of entertainment executives, influencers, venture philanthropist, and creatives. With a front row seat to their lifestyle, Byron promotes wellness and mental health advocates for creatives to educate and implement non-traditional, yet effective wellness strategies for executives, celebrities, and influencers through creative programming and activations.

A subject matter expert with insight into how influencers approach brand partnerships and a passion for intimately engaging with people through storytelling, Byron promotes a lifestyle of wellness and running through content development, brand partnerships and mental health awareness. Through partnerships and influencer engagement, Byron is capable of tapping into an audience of culturally progressive black millennials who value entertainment, fitness, holistic wellness — and what's happening in the world around them.

#### @BYRON.LINNELL

Instagram  
10.3k followers  
5.86% engagement

#### AUDIENCE

Female :58% | Male :42%  
Age: 25-34 yo  
New York, Los Angeles, D.C.

#### PAST COMPANIES / PROJECTS

The Shade Room  
Crown Act  
Color Of Change  
BET Networks  
Roc Nation

#### QUALIFICATIONS

BA, Communications, George Mason  
National Academy of Sports Medicine  
Coach, Road Runners Club Of America  
Science of Well-Being, (Yale) 2020  
Science of Happiness (Berkley) 2020