



# HER CREATE

CREATIVE CAREER FEST

# PLAYBILL



Spelman  
College.

CAREER PLANNING  
AND DEVELOPMENT



## **ABOUT THE CREATEHER EXPERIENCE**

Learn about what brought about the CreateHER Creative Career Fest and what it has to offer Spelman students

## **CREATIVE CAREER GROUPS**

Explore how to curate the CreateHER experience to your career path

## **SCHEDULE OF EVENTS**

See a breakdown of the full CreateHER experience and how it may fit your creative career needs

## **MEET THE ARTISTS**

Get to know the artists that are making the 2026 CreateHER Creative Career Fest possible with opportunities to connect with them on social media

**CreateHER Creative Career Fest** returns for its second year as a premier, week-long immersion designed to empower the next generation of Black women leaders. Moving beyond traditional boundaries, this year's fest expands its reach to the intersection of creativity and technology—including STEAM, cosmetic science, and game design.

Through high-impact workshops, curated portfolio reviews, and exclusive networking activations, students gain the strategic tools and industry connections necessary to thrive. CreateHER is more than an event; it is a dynamic ecosystem where artistry meets professional excellence, preparing Spelman students to lead and innovate across the global creative economy.

**Music**

**Innovation  
Arts**

**Performance  
Arts**

**Storytelling**

**Monday, February 9th**  
**From Ideas to Impact: Creativity and  
 Careers in Beauty**

*Online Drop*

A special Mind Candy Beauty x DreamHER podcast episode recorded live, sharing lessons on turning passion into a profession within the beauty industry.

**Monday, February 9th**  
**The Bold Audition: Master Your  
 Performance**

*Manley Atrium @ 2:30 pm*

A mock audition workshop with Alliance Theatre artists to learn techniques, review headshots, and receive individualized feedback. Come ready with a monologue, song, or original performance piece!

**Tuesday, February 10th**  
**Find Your Frequency**

*LLC2 @ 3:00 pm*

Record your own audio clip, level up your storytelling, and get live feedback.

**Wednesday, February 11th**  
**The AI Edge: Future-Proofing Your Creative  
 Career**

*LLC2 Auditorium @ 1:00 pm*

This workshop is a total deep-dive into leveraging AI tools to optimize your portfolio and resume so they actually stand out.

**Wednesday, February 11th**  
**Esports Blueprint: Leveling Up for POC  
 Creatives**

*Manley Atrium @ 2:30 pm*

Break into the industry with this high-impact session on esports organizing, academia, and major conventions. There will be a gaming tournament; be ready to win!

**Wednesday, February 11th**  
**Sync or Swim: Mastering the Music Business**

*LLC2 Auditorium @ 3:30 pm*

Learn how to get your music licensed for film and television.

**Wednesday, February 11th**  
**The Luxe Brand Atelier: Aesthetic to Asset**

*Suites Private Dining @ 4:00 pm*

Learn how to curate your income through premium brand partnerships, digital products, and UGC.

**Wednesday, February 11th**  
**I Will Wear My Bonnet Wherever I Want to and  
 Other Black Girl Stories**

*LLC2 @ 6:30 PM*

Author and spoken word poet Amena Brown performs stories from her upcoming book, followed by a Q&A with students.

Thursday, February 12th

## BrandHER Lab: From Creator to AI-Powered Curator

LLC2 @ 11:00 am

This interactive session empowers creatives to use AI to build a distinctive personal brand.

Thursday, February 12th

## Beyond the RSVP: Engineering Immersive Culture

LLC2 @ 3:00 pm

This session dives into the high-level strategy of evolving from a basic event planner to a world-class experience architect.

Friday, February 13th

## Rhythm & Revenue: The Afro-Digital Masterclass

CI and A Building, Studio 2, Room 106  
3:00 pm

Sharpen your dance techniques to the beats of African sound while learning tools for digital marketing and professional branding.

To the visionaries, student ambassadors, Spelman faculty, and staff who have brought the 2nd annual CreateHER Creative Career Fest to life—thank you!

Your unwavering support has transformed a spark of an idea into a powerful tradition. We are especially grateful to the artists and industry leaders who joined us this year, spanning from traditional arts to the cutting edge of STEAM and cosmetic science. Your mentorship is the bridge between our students' dreams and their professional realities.

**To our Spelman students:** You remain the heartbeat of CreateHER. Seeing you embrace new horizons—from game design to brand management—proves that your brilliance knows no bounds. You are not just the future of the creative economy; you are its current architects. Continue to lead with your unique voices and bold visions. The world isn't just waiting for you; it is being reshaped by you.

With deep appreciation,

**Michele Ogden**

*CreateHER Creative Career Fest Visionary*

*Michele Ogden*



**Amena Brown**

Author/Stage Performer

*Live Creatively*

*Communications*

**Spelman College Alumna**

Amena Brown is a spoken word poet, author, and performing artist whose work interweaves keep-it-real storytelling, rhyme and humor. A proud graduate of Spelman College and previous poetic partner for Tracee Ellis Ross' natural hair brand, PATTERN Beauty, Amena is the author of five spoken word albums and three non-fiction books. Her new book of comedic essays, *Never Tell a Black Girl How to Black Girl*, debuts June 2026 and is available for pre-order at your favorite bookseller.

As a stage performer, Amena takes arenas, theaters, and performance venues and turns them into living rooms where the audience and her readers can make themselves at home. She lives in Atlanta, Georgia with her husband DJ Opdiggy and their dog Kane.



**Maya Lawrence**

Resident Artist &

Allyship Program Director

*Alliance Theatre*

**Spelman College Alumna**

Maya Lawrence is a Big Apple raised, Georgia Peach based multidisciplinary artist using art's power to heal and transform the world through love. This proud Spelman College alumna spends her magic as a BOLD Resident Artist at the Tony award winning Alliance Theatre. As Resident Artist she is a poet, playwright, director, performer, producer, and teaching artist while managing the Spelman Leadership Program- an innovative fellowship designed to be an accelerator for young Black women's leadership into cultural institutions, which she was the inaugural fellow of in 2016. The culmination of her fellowship resulted in her founding of the Allyship Program, a theater-based anti bias workshop curriculum designed to build alliances using theater, supporting corporations, organizations, rehearsal rooms, and individuals young and ageless to become their most authentic & empathetic selves.





**Lyric Christian**  
Founder/CEO  
*Mind Candy Beauty*

Lyric Christian is the Founder and CEO of Mind Candy Beauty, a multimedia platform and community dedicated to celebrating beauty as culture, storytelling, and self-expression. Through events, content, and conversations, Mind Candy Beauty spotlights Black and POC voices, creating space for honest dialogue around beauty, identity, and creativity.

Alongside building Mind Candy Beauty, Lyric works in the beauty industry bridging relationships between brands and makeup artists ranging from top-tier industry professionals to students just beginning their beauty careers. She leads pro eventing and masterclasses, creating spaces where education, artistry, and community intersect.



Mind Candy Beauty



Lyric's Profile



**Michaelangelo Maurice "Valentino" Hayes**  
Entrepreneur  
**Morehouse College Alumni**

Michaelangelo Maurice "Valentino" Hayes, creatively known as Maurice Valentino, is a Baltimore native poised and motivated to change the world through entrepreneurship, community programming anime, Hip Hop and gaming. Graduating salutatorian of his class in 2012 after facing multiple obstacles, Michaelangelo attended and graduated from the historic 150th class of Morehouse College in 2017.

After achieving a plethora of lifetime accomplishments at Morehouse, Michaelangelo would go on to attend Bowie State University, Johns Hopkins University, and Harvard University for post-graduate schooling. His domestic abuse he incurred in his home life post-graduation of Morehouse spurred him to create global impact with his platform and initiatives, and he has spent the last 8 years doing so with his businesses, non-profit programs, and versatile skillset.



Valentino's Workshop



Valentino's Requiem



### **Bianca Burch**

Founder/Al Innovator

*Culturally Kreative*

**Spelman College Alumna**

Bianca Burch is the founder of Culturally Kreative, a publishing company that brings augmented reality and virtual reality experiences to children's books and graphic novels. She is passionate about working with emerging technology to tell stories of communities in an easily digestible format. This involves not only augmented reality and virtual reality but going into maker spaces and merging traditional visual arts with technology (such as laser cutting, 3D Printing, etc.)



### **Sync or Swim**

London Elixir

Mogul Mal

Mattie B

Ogechi

The Sync or Swim team is a dynamic group of four passionate creatives (London Elixir, Mogul Mal, Mattie B and Ogechi) who have come together to create a compelling documentary film and workshop about sync licensing, focusing on the inspiring journey of London Elixir. With diverse backgrounds in film production, music, and storytelling, each member brings a unique perspective and expertise to the project. Their shared vision is to highlight the intricacies of the music industry and the pivotal role sync licensing plays in an artist's career, while celebrating London Elixir's achievements and challenges. Through their collaborative effort, Sync or Swim aims to educate and inspire aspiring musicians.





**Stan Zeff**

Founder/Resident DJ  
*Tambor Party*

Stan is an ambassador of world house music with over 30 years deejaying and curating experiences all over the globe. The cornerstone of Tambor Party's success is Stan's ability to create safe spaces for self-expression and introspection while keeping African-influenced genres of dance fresh and spiritually-provoking.



**Jackie Zepharin**

Business Manager/Experience Producer  
*Tambor Party*

Jackie, a former senior technology executive with 20 years of leadership acumen, now channels her passion for fostering connection into unforgettable dance experiences. Through Tambor Party, she merges innovation with the transformative power of movement and ritual to expand the brand's impact across local and global communities.





**Dacia Copeland**

Senior Associate, BNY AI Hub  
*BNY*

Dacia is a proud alum of Howard University's Class of 2021, where she earned her bachelor's degree in computer science. A native of New York City, she launched her career at BNY through the early career SETUP Program and now serves as a Senior Associate, Data Scientist within BNY's AI Hub. When she's not facilitating AI training or developing innovative AI solutions, Dacia enjoys traveling, staying connected to the fashion world through creative projects with her costume designer sister, and indulging her love of music, often as a self-proclaimed "at home karaoke singer".



**Eboni Lesesne**

Vice President II, Talent Strategy and Programs  
*BNY*

Eboni leads enterprise strategies that build robust, inclusive early career talent pipelines. As a seeker, developer, and connector, she aligns college students with meaningful high-impact opportunities while cultivating strong, strategic relationships with partner universities. With 20+ years of experience across talent acquisition, executive recruitment, early-career, project management, systems integration, compliance, and Diversity, Equity & Inclusion, Eboni brings cross functional, data informed leadership to scale equitable pathways from campus to career. She holds a bachelor's degree in business administration from Point Park University and a master's in Global Leadership from Duquesne University. Eboni is a continuous learner and is currently pursuing a certification in Data Analytics & Generative AI from Devry University. A certified career coach based in Pittsburgh, Eboni is passionate about empowering emerging talent.





## Tisha Thompson

Founder  
*LYS Beauty*

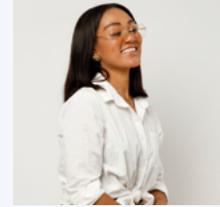
Tisha Thompson, founder and CEO of LYS Beauty, is a disruptor redefining clean beauty. With over 25 years of experience as a makeup artist, beauty executive, and product developer, she launched LYS in 2021 to challenge industry norms, proving that clean, high-performance, and inclusive beauty can coexist. As the first Black-owned clean makeup brand at Sephora, LYS has expanded globally, with viral bestsellers like the No Limits Cream Bronzer Stick and Triple Fix Skin Tint, among others earning Allure Best of Beauty Awards. A passionate speaker and educator, Tisha is committed to making beauty more accessible and ensuring everyone feels seen, securing her spot to Inc.'s 2022 Female Founders 100 list and named the 2024 Entreprenista 100 Innovator of the Year.



LYS Beauty



Tisha's Profile



## Lena Yelen Frenchen

Founder  
*LYS Social*

Lena Yelen Frenchen is a next-generation digital strategist, mentor, and the founder of LYF Socials, a boutique global social media agency turning creatively driven ideas into measurable growth. After immigrating from Germany to New York City with only a single suitcase and no connections, Lena transformed grit into growth, building an agency that has already generated nearly a billion impressions and measurable cultural impact. Her leadership extends beyond client work: Lena is a trusted mentor and advisor to rising creators and founders, guiding them to navigate the chaos of today's platforms with clarity and confidence. With a proven ability to connect with her audiences, including growing her own personal digital community to 15K+, Lena has also become a sought-after voice on industry panels and conversations that shape the future of brand storytelling, digital strategy, and entrepreneurship.



LYF Socials



Lena's Profile



**Tamika Newhouse**

Writer Producer  
*Black Writers Weekend*

Tamika Jamison is a creator and wellness advocate dedicated to healing and authentic storytelling. As the founder of Black Writers Weekend and the AAMBC Awards, she has built premier platforms that celebrate Black excellence in literacy. Specializing in creative confidence, Tamika helps individuals reframe fear and overcome burnout. She is also the author of interactive workbooks that provide practical tools for self-amplification, empowering creators to build a legacy rooted in intention.



Black Writers Weekend



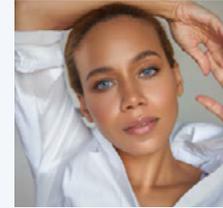
Tamika's Profile



AAMBC Awards



Traces of Mika



**Daisi Pollard Sepulveda**

Founder & Chief Creative Officer  
*Daisy Jo Reviews*  
*My Product Model*

Daisi Pollard Sepulveda is a dynamic creative entrepreneur, “modelpreneur,” and global influencer bridging fashion, digital media, and business innovation. As the founder of Daisy Jo Reviews and My Product Model, she empowers creators and brands through authentic content and visual marketing. A former Miss Jamaica International, she has leveraged her industry expertise into a multifaceted empire including private equity and authorship. Based in Atlanta, Daisi is a passionate advocate for financial independence and turning creative passion into sustainable profit.



My Product Model



Daisi's Profile



Daisy Jo Reviews



**Abena Camara**  
Co-Founder  
*Wontanara Inc.*

Sophie Abena Camara is the Co-Founder and Executive Director of Wontanara Inc, where she leverages 20 years of professional artistry and a business consulting background to advance educational equity. A third-generation cultural bearer, she has secured over \$140,000 in grants and established 15+ school partnerships since 2022. Her leadership uniquely integrates West African cultural mastery with business sophistication, creating sustainable infrastructure for culturally sustaining education and youth development.



**Zariah Taylor**  
Independent Producer/  
Writer/Filmmaker  
**Spelman College Student**

Zariah Taylor is an Atlanta-based producer, writer, and filmmaker who uses her creative lens to critique and interpret the world. From photography to film, she shares her multidisciplinary work at @yourstrulyzariah. When off-clock, she enjoys specific spreadsheets and rewatching Bojack Horseman.

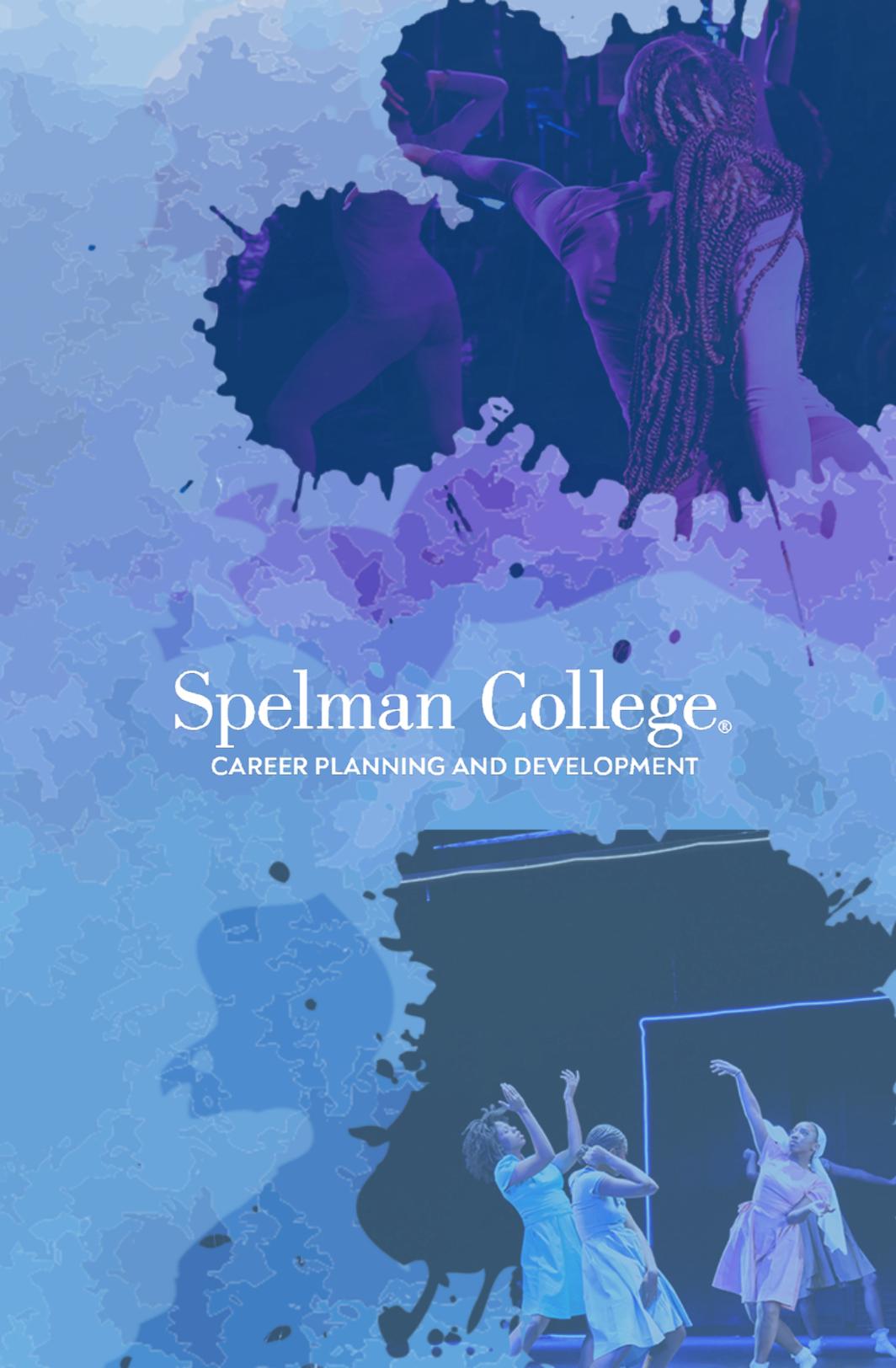


Wontanara Inc.



Wontanara Percussion





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