

Ms. Stephanie A. Watson



STEPHANIE A. WATSON
Professional Biography
(1996-2012) **Celebrating 16 Years In Business**
www.stephanieawatson.com

The vision and affinity for event management and entrepreneurship for Ms. Watson began in **1988** on the campus of WMU- Western Michigan University where Ms. Watson planned, facilitated and managed events for the BAS Dept. and participated in an array of activities i.e. student recruitment efforts, student ambassadorship, fashion show choreography, university affairs and held office in various business oriented organizations while pursuing her degree in higher education from her freshman year to graduation. She was most recognized for planning the visiting scholar affairs, youth summer science programs, University VIP collaborations and various student activities while serving in a leadership role during her 4 years at WMU. As a young adult beginning at the age of 18 she embraced her destiny and love for leadership, helping others and the pursuit of innovation personally and professionally.

Stephanie A. Watson is the President & CEO and Innovative Visionary of **DZS Savvy Event Planning, Design & Consulting Company | DZS U.S.A. The Company: Marketing, Training & Development, Business Consulting & Speaking Company** established in **1996**. Ms. Watson has developed a plethora of affiliate businesses of DZS over the past 16 years in business; inclusive of, but not limited to: The Business Strategist, a business development and enhancement company. The Workshop Suite | D3P:: DZS Promo | PR | Publicity + Marketing ; an event planning, entrepreneur and business consulting, training, advising, promotions, marketing and training company, Professional Entrepreneurs:: Nationwide: a social media networking and business exchange company, The Planner Suite:: Nationwide; a virtual networking and resource sharing spot for planners nationwide, DZS Business Consulting; a company specializing in offering optimal professional business enhancement and advising services, customer service, sales training, virtual administrator services, Destination Weddings, Events & Soirees' by DZS: a destination wedding, event and soiree planning /design company- *The Destination Affiliate of DZS Savvy Event Design Co.* and The Shower

Chateau: an upscale baby and bridal shower design company for the savvy bride and mom-2-be, DGG; a collaborative group of professional women aimed at embracing, uplifting and enlightening women and DZS Posh! Décor; an all inclusive decorating company for corporate, private and social affairs, Flowers With Bling; A Silk Floral Bouquet & Design Co., Tea Parties With Style: A Traveling Tea Party Co. “Poised-2- Perfection” A Business & Social Etiquette Consulting Co., Spectacular Speakers Worldwide : social media virtual networking for professional speakers & Rep That Model: educating models to learn about the Business aspects of Modeling. Her other successes include 700 + events professionally planned in her 16+ year tenure with a professional clientele extending into the hundreds.

Ms. Watson received her Bachelor of Arts Degree in Organizational Communications and Journalism from Western Michigan University; and is currently pursuing her Masters of Science Degree with a concentration in Health Services at Central Michigan University. Additionally, she has completed graduate work in the human resources industry at Marygrove College and has attended a plethora of educational seminars in Leadership, Social Media Networking, Team Building, Marketing/PR , Business Etiquette & Sales. Ms. Watson has earned certificates in further education in the Healthcare industry and as a Certified Destination Wedding Specialist from *Love Mexico Weddings* and Wedding Planner, Consultant & Director certificates from *Wedding MBA, FABJOBS & Wedding Solutions* collectively. Additionally, Ms. Watson has been certified as a "Train The Trainer" in the healthcare arena.

Ms. Watson has over 16 years of progressively successful experience collectively in private and corporate sales, marketing, training, community relations and event planning. She co-produced and designed "Pamper The Bride Bridal Expo": (5 expos) A Michigan Based Bridal Show- co-sponsored by GetMarried.com, WeddingSolutions.com, Macy's Wedding Registry, MissNowMrs.com and Premier Bride Magazine, and designed stage décor for “Get Wifey“. Ms Watson served as the marketing/vendor director for Romantic Wedding Essence Bridal Show, Regional Sales Director (MI) for WeddingSolutions.com and former Planning Committee Member: American Diabetes Association “Commitment For A Cure” Gala.

Ms. Watson has provided PR & Promotions for "Mind Talk" (LIVE Talk Show) featuring Professor Victoria Mayberry; former Relationship Expert For *Ebony Magazine*, (Michigan) Beauty From Head To Toe (5 State Southern Conference Tour), L Renee (Recording Artist) “Reflections” Concert, (Michigan) Families Who Support Breast Cancer Survivors. "An Afternoon of PINK Awareness" Cancer Fundraisers, Luncheons & Silent Auctions Nationwide, (Virginia/ Michigan) Black & White Fashion Ball (Michigan), Fit For The King Christian Conference (Michigan), Sistaz Snap Women’s Empowerment Conference, (North Carolina) Michigan Hair & Trade Show, (Michigan) Western Michigan University Bronco Bash, Changing Oasis-Life Coaching, Chicago Chix’s Virtual Boutique, Fruit Fantasy-Fruit Artistry (Michigan) & National Theatrical Productions (Michigan, Chicago, Los Angeles)

Ms. Watson has held active memberships in the following organizations: National Association of Professional Women, National Association of Business Women Owners, Society For Marketing Professional Services, Women In Communications, American Marketing Association, MICC- Michigan International Chamber of Commerce, NAPW-National Association of Professional Women, MPI- Meeting Planners International, MWBE- Minority Women Business Enterprise, ASAE- The Center For Association Leadership, International Network of Wedding & Event Designers, Michigan Association of Female Entrepreneurs,

Michigan Wedding & Event Professionals, Small Business Association of Michigan, National Association of Female Executives, U.S. Women's Chamber of Commerce, Coordinator's Corner, Onyx Women & Association For Wedding Professionals International.

Ms. Watson has been a speaker for the "Love Mexico" Conference in Riviera Maya, Mexico and "Latino Americano de Bodas de Destino Congreso" in Playa Del Carmen, Mexico. She has also been featured as a keynote speaker for "Empowering Women For Change Series Part I" for Ovaley "Back To Business Building Summit" Online Conference, STYLES in the City Fashion Conference for fashion professionals, stylists, photographers and designers in MI, keynote speaker for the University of Michigan-Detroit Alumni Association, Co-Host for "The Wedding Information Show", a featured guest presenter on BLOG Talk Radio Shows: WEA (Women Entrepreneurs of America) "Business As Usual For An Entrepreneur"- based in Indiana & "Great Minds Think Alike" based in North Carolina both aired Nationwide, "Konversations With Karen" based in Michigan aired Nationwide and "The Talk Lately Show" Radio Show based in Maryland, "Champion Central" Talk Radio based in Virginia, Behind The Scenes "Trailblazer Women" pre-conference tele-seminars speaking on the topic of "Success Is Overrated". Ms. Watson's upcoming keynote speaking engagement is "Glamorous Getaway- Beauty, Swag & Success A Trailblazer Women Business Leadership and Empowerment Conference" at the Disney Swan & Dolphin Resort in Orlando, FL.

Additionally, Ms. Watson has commentated and been an MC for: RUNWAY: Fashion Show and Michigan Hair & Trade Show, producer of Pamper The Bride Bridal Expo and was a contributing blogger for B Excellent Inc., Koinonia Business Women Newsletter, 100% Woman-Business Coaching & Ethics, Bridalspace.com, CoordinatorsCorner.com and has been featured in the following publications: Small Businesses Doing It Better, The Detroit News, Detroit Free Press, Michigan Chronicle, Michigan Citizen, Illinois Voice, Voist Magazine, ShelenaDiva.com, FashionZing.com, WCHB 1400 Radio Station & Channel 4 WDIV TV.

As a "Web Stylist" Ms. Watson has designed professional and stylish websites for: Families Who Support Breast Cancer Survivors, Inc., Halo's Beauty Experience Salon, RTT Personal Trainer Fitness, Fit For The King Christian Conference, Timeless Entertainment DJ/Lighting, Pamper The Bride Expo, Custom Lampshades & More, Restless Stylz Events & Michigan Hair & Trade Show.

Ms. Watson's clients include : actress Vivica A. Fox *Jolie* magazine launch party, The Cleveland Ohio Toast New Years Weekend Party, McKenzie High School 10 Year Reunion, Southfield Chamber of Commerce Taste Fest, Western Michigan University, Fortune 100 Pharmaceutical Companies, Michigan Hospitals, Hospices and Physicians, Non-Profit & Corporate Sectors, Higher Education Institutions, countless companies, organizations, professionals and clients.

* **Ms. Watson** is available For Nationwide Speaking; Motivational, Business & Inspirational Speaking Engagements, MC & Facilitator Conference & Event Hosting, Event Planning, Design & Management Planning & Styling, Event Planner, Entrepreneur Workshops, Seminars & Trainings, PR, Marketing & Promotions, On-Site Assessments, Employee Morale Enhancement Seminars & "Funshops"™

DZS U.S.A.:: The Company affiliate websites are as follows: (designed by Ms. Watson)

www.stephanieawatson.com
www.dzseventdesign.com
www.theworkshopsuite.com
www.thesavvywebstylist.com
www.teapartieswithstyle.com
www.flowerswithbling.com
www.dzsposhdecor.com

Contact Information:

Interviews, Appearances, Speaking Engagements, Event Production, Trainings, Workshops, Promo & Publicity.

Stephanie A. Watson- CEO, Creative Director (Serving Clients Nationwide)

Professional & Innovative Entrepreneur | Event Stylist | Trainer | Speaker | Publicist
Business Advisor & Consultant | Web Stylist | Marketing & PR Specialist |

DZS U.S.A. :: The Company :: StephanieAWatson.com

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