



Shamara D. Cox

Entrepreneur, Business Consultant and Speaker

“Taking the seed of an idea, project or business to a sustainable and profitable solution is the lifeline of business. The process of market penetration, innovation to implementation is invigorating and contagious! Creating Success-Strategies for our clients is truly a gift worth waking up to morning after morning.” - Shamara Cox

As a consultant, Shamara has worked with businesses partnering in strategy, technique and implementation. Her creativity redefines their potential and adds immeasurable value. Shamara has been training and coaching entrepreneurs, and consulting with such enterprises like Simpatico Equine Services LLC, Beacon of Hope Shelter for Women, Inc., Vanhorn Vacations LLC, TC Howe Community High School, Paradigm Coaching LLC, Emmerich Manual High School and Charter Schools USA, a mega education management firm, for over 15 years.

Shamara managed over 30 active advertisers as an Executive Sales Consultant for Good News Communications, Inc., creating advertising campaigns and executing brand strategies that resulted in increased AD revenue by 93%, yielding substantial ROI for the advertisers within 3 months. Shamara's creative ability and marketing skills are essential to any company.

As the Corporate Director of Sales and Marketing for Farmer Financial Services - District 11 in Tucson, Arizona, Shamara pioneered the successful transition of over 50 emerging insurance agents into successful entrepreneurs using power tools from the Dale Carnegie Institute, DiSC Profile System and Farmer's University, creating a solid and strong transition, marketing and sales plan.

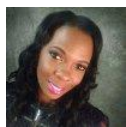
Shamara is the proprietor of [Shamara Cox LLC](#), her personal motivational speaking brand, Partner at The Merit Group LLC, Founder of [BLING Sorority & Pressed Oil Ministries, Inc.](#) as well as two joint ventures TSR Investments & Wolff & Win LLC. Shamara is a founding member of the Indianapolis African American Business Council and serves on several boards.

Short BIO:

Shamara has a no nonsense high-impact speaking style that is fresh and fun. She has been empowering and inspiring audiences for over 16 years. Shamara is the Co-founder and Managing Partner of The Merit Group LLC a business consulting firm that works with entrepreneurs and enterprises. As President of B.L.I.N.G. Sorority an organization for at-risk girls; she partnered with Charter Schools USA, a mega \$385 million dollar earning education management company to deploy B.L.I.N.G. into TC Howe Community and Emmerich Manual High Schools.

Shamara is the talk show host for Not Just Talk Radio a division of her nonprofit Pressed Oil Ministries, Inc. and Co-Host of Small Steps to Doing Big Business on BizTv Shows. Along with her entrepreneurial and community ventures Shamara owns several joint ventures such as Wolff & Win and TSR Investments a software development company. Shamara is a wife, mother of three and glam-mom (grandma).

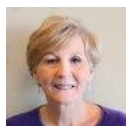
Testimonials:



[Timeko Whitaker](#)

CEO Authentic Identity Coaching LLC Life Coach /Author/ Speaker/John Maxwell Certified Speaker/ Trainer/Coach

Shamara is a phenomenal consultant and business developer. She has the expertise to take your company to the next level of success. Her accelerated growth gifting will catapult your business from where it is now to where you desire it to be. I highly recommend her services. You will be pleased!



[Terry Moore](#)

Executive Director/Co-Founder at Beacon of Hope Center for Women, Inc.

Dear Reader:

I highly recommend Shamara Cox if you are looking for a business breakthrough, needing help with bringing on great board members. if you are looking for help with your start-up company, I recommend Shamara for many reasons.

Shamara is a passionate, sincere and a great visionary who will not stop until you get the results you are hoping to accomplish. Shamara is very detailed, high energy and very organized.

Terry Moore
Executive Director
Beacon of Hope Center for Women, Inc



[Angel P. Stegall Owner of Fab Life Fitness LLC](#)
Fitness consultant,model,comedian

I have had the best experience with Shamara Cox at the Merit Group. With her professional experience and dedication to helping others grow their business I feel confident my company will deliver the best service to my customers. The process of working with Shamara is personal, fast and rewarding she is helping make my vision come to life! Thank you so much for your time, effort and believing in me.



[Jessica Crew](#)
Owner at Jessica Crew Love LLC

Shamara Cox was the featured speaker for our national women's empowerment event called Let Her Sing, in May of 2013. What a dynamic orator! I was so impressed and learned so much in that 15 minutes myself, that I am utilizing her as our featured speaker for other cities on our tour. The energy, enthusiasm, and passion she displays through her gift of speaking is incredible to watch. Maintaining a beautiful balance between motivation and the practical, Shamara knows how to keep an audience engaged and hanging on her every word. It is evident that she is gifted with a multitude of insight on various topics.

Speaking aside, she successfully juggles many projects, businesses, and personal affairs in such a way that is astounding to those who watch her operate. A true EMPOWERpreneur not caught in the competition game, she is a leader of the most genuine kind.



[Crystal Harris](#)
Realtor at Realty Executives Southern Arizona

Shamara is an outstanding leader! Prepare to be motivated and inspired when you attend any of her classes or spend time talking with her!!



Sanyu Ntanda

Customer Loyalty Program Analyst at Nalco Champion

Shamara has a wealth of business expertise that is vital to any budding entrepreneur. She is driven, enthusiastic,



Cherie Hartline

Business Owner, Mary Kay

Shamara moved me to the next level in my business. She helped me create a thorough marketing strategy and provided me with some promotional assistance lit up Valentines' day promotions. Through some innovative work, she's created an overhead sheet and a tracking device for my top customers....now I can do my work!



Shon Hyneman

See why small business owners use Kairos Social for consultation and social media marketing

Where do I begin? Shamara is professional, accurate, and detail oriented when it comes to business. She is also great at marketing! While a guest on her show, I felt at home and her audience was very receptive. Shamara is one to watch for in 2015.

Media Information

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