

PAULA PWUL

AUTHOR. STRATEGIST. SPEAKER. COACH





THE BIO

Paula Pwul is a published author, Lawyer, Personal Brand Strategist, Creative Director of Afrocreate Digital and Co-founder of Enterprise and Heels, an empowering platform for female business owners,

As the host of the "She's the Brand Podcast", Paula is dedicated to fostering success and resilience in the professional journeys of women.

With a legal background, Paula brings a unique perspective to personal brand strategy, offering invaluable insights into navigating the complexities of the business world. Her expertise in social media marketing underscores her commitment to leveraging digital platforms for effective brand promotion.

Her book, "That internet thing you're doing" is a wholesome guide to women who want to build big, impactful personal brands.

Paula Pwul's multifaceted career reflects a commitment to excellence, empowerment, and the belief that success is not just about achieving personal goals but also about uplifting others along the way.

ABOUT PAULA PWUL



THE REAL STORY

Growing up, all I wanted to be was a lawyer. Options of respectable professions were limited and I told myself maths was not my strong suit, so that left me with law. It was not a futile journey - I ended up getting married into a family of 6 lawyers.

But one child and one global pandemic later, I had to re-evaluate where I shone brightest - and it was not with litigation. I took to digital marketing like a duck to water. I threw in my love for writing, my curiosity, my large vocabulary that was a result of reading too many books for pleasure instead of learning maths, and my gift for making anyone I talk to find the value they offer and turned it into a brand that solves problems daily.

My Personal Branding Firm - Afrocreate Digital helps african women take up space in their industries confidently. My organization - Enterprise and Heels supports female business owners with tools and resources to build global businesses and my Podcast - She's the Brand Podcast offers information, interviews and insights that help my community build spectacular brands.

ABOUT PAULA PWUL



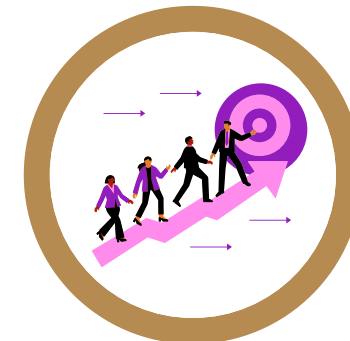
PERSONAL BRANDING

TOPICS/EXPERTISE

WHAT SETS HER APART



WOMEN EMPOWERMENT



PERSONAL DEVELOPMENT



Paula Pwul creates and speaks on personal branding across a variety of platforms including her own podcast “She’s the Brand Podcast”.

Personal branding is the future of work, with people controlling their careers and narratives more and more.

Paula covers topics like **personal brand messaging, standing out in the noisy online space and owning your potential.**

PERSONAL BRANDING





Paula Pwul has a deep interest in building women up. She believes that the women, their families and the world at large will benefit immensely from an empowered woman.

To this end, she runs an organization, **Enterprise and Heels**, that equips and educates women to build global businesses.

WOMEN EMPOWERMENT





I believe that you cannot build beyond what you conceive you can. Therefore it is imperative to continuously expand your horizon, increase your capacity and capabilities, allow yourself evolve .

I speak on personal development topics like how to overcome self doubt, get out of your own way and take the necessary actions needed to get you where you want to go.

PERSONAL DEVELOPMENT



BODY OF WORK



► WEBSITE

Find updates, articles and resources created by Paula Pwul to support her audience and community

► **SOCIAL MEDIA**

Find Paula Pwul on **Instagram**, **Linkedin** and **Threads** speaking on brand building, self development and women empowerment.

► PODCAST

She's the Brand is a weekly podcast where Paula shares insights and updates on personal branding and self development.

► YOUTUBE

Paula Pwul's Youtube Channel is dedicated to helping female founders and professionals leverage their expertise to build a global presence.

A portrait of Paula, a Black woman with long dark hair, smiling and wearing a light-colored button-down shirt. She is seated with her hands clasped in front of her.

CONTACT PAULA



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