



THE GIFT AGENCY

A Strategic Communications & Operations Consultancy
for Impact-Driven Organizations
Certified Minority Women-Owned Business Enterprise (M/WBE)

www.thegiftagency.com



About Us

www.thegiftagency.com

Who We Are

The Gift Agency is a boutique consultancy that empowers organizations to amplify their missions through strategic communications, program development, and operational excellence.

Our Mission

To be the leading voice in crafting authentic narratives and deliver tailored solutions that inspire growth, foster inclusion, and drive measurable impact.

Our Work Approach

The Gift Agency goes beyond traditional communications—we are a talent and service management consultancy. We execute programs, events, and initiatives that align with your goals while enhancing brand visibility. Through unique strategies, we also connect organizations with diverse talent, helping build inclusive, high-performing teams

Our Distinction

- Certified Minority Women-Owned Business Enterprise (M/WBE).
- Deep expertise in equity-focused storytelling and strategic marketing.
- Proven track record of delivering impactful strategies for organizations across nonprofit, real estate, and public sectors.
- Over 15 years of experience driving results through innovative marketing and program management.

What We Do Best

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Strategic Communications

Developing impactful messaging and crafting compelling narratives across content, social media, and public relations to enhance visibility, connect with target audiences, and amplify organizational missions

Partnerships & Events

Facilitating collaborations and executing high-impact events to foster engagement and visibility.

Inclusive Talent Strategies

Connecting organizations to diverse talent pools to drive equity and innovation.

Program Development

Designing and implementing initiatives that align with your mission and engage stakeholders effectively.

Coaching & Empowerment

Through "The 5 Commitments to a Better You™," inspiring personal and professional growth for leaders and teams through workshops, virtual programming, and event activations

Our Impact

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Clients & Projects

Appalachian Community Capital (ACC):

Elevating visibility through strategic communications and storytelling campaigns that connect with stakeholders.

Women of Color in Community Development (WCCD):

Supporting strategic growth through program development, event management, and messaging strategies.

Open Access

Driving fellowship program awareness through targeted marketing campaigns and strategic partnerships. By driving outreach efforts and crafting impactful messaging, we amplified the program's visibility and engagement.

Our Impact



Mountain Association - Hemphill
Community Center - Neon, KY

Coastal Enterprises, Inc. - Marsh
River Cooperative- Brooks, ME



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Clients & Projects

Real Estate Executive Council (REEC):

Operating partner for program launch supporting professional growth in commercial real estate for high school and college students. We developed clear strategies, managed promotions, and engaged stakeholders to bring their mission to life.

PREA Foundation:

Handled pre & post-event production logistics and attendee engagement for annual leadership event that resonated with industry leaders.

CB-Emmanuel Realty:

Oversaw community partnerships and event execution for the Calvary Baptist Senior Housing Ribbon-Cutting ceremony, celebrating a meaningful addition to the community.

Our Impact





Case Studies

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Appalachian Community Capital

- **Challenge:** Strengthen communications for community development finance institution (CDFI) funding announcements and mission-driven initiatives.
- **Solution:** Launched public relations and social media campaigns showcasing accomplishments and partnerships.
- **Result:** Media Placement in 100+ publications and increased social media engagement by 40%.

Open Access

- **Challenge:** Drive fellowship applications and program visibility for annual initiative.
- **Solution:** Implemented digital campaigns and leveraged strategic partnerships to amplify reach.
- **Result:** Exceeded application goals by 20% while strengthening program awareness.

Milestones

- Achieved 40% social media growth for Appalachian Community Capital.
- Surpassed application goals for Open Access by 20%.
- Delivered attendance growth and visibility for WCCD events.
- Exceeded recruitment efforts with the selection of 101 scholars from 22 states for the Real Estate Executive Council's REEX Program.



Why Choose Us?

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Our Unique Value Proposition

- **Tailored Service:** We customize strategies to align with your organization's goals and challenges.
- **Proven Results:** Our track record demonstrates consistent impact and measurable success.
- **Impact-Focused:** With a deep understanding of diverse audiences, we excel in crafting inclusive and resonant strategies.
- **Extensive Expertise:** With over 15 years of experience across industries, we bring unparalleled insights and innovative solutions to the table.
- **Trusted Partner:** Clients rely on us for our commitment to excellence and ability to deliver high-quality results.

About the CEO

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Osayamen Asemota-Bartholomew

An award-winning marketing and program strategist, Osayamen brings over 15 years of experience in event marketing, program management, and creative storytelling.

- Recognized as a **Crain's Notable Black Leader, Top Woman in CRE, and Leading Lady in Real Estate** by **Real Estate Weekly**.
- Founder of **The Gift Agency, LLC**, supporting clients like ACC, WCCD, PREA Foundation, and Open Access.
- Creator of **The 5 Commitments to a Better You™**, mentoring individuals to excel professionally and personally.
- Degrees from Lincoln University, Temple University, and NYIT (Master's in Communications & Marketing).
- Featured in Forbes, Black Enterprise, Bisnow, Commercial Observer, Crain's New York Business, Memphis Business Journal, GlobeSt, Los Angeles Sentinel & the New York Real Estate Journal.

About the CEO



Through her leadership, The Gift Agency has become a trusted partner for organizations seeking to amplify their missions, engage stakeholders, and achieve measurable growth. Osayamen's expertise lies in crafting culturally relevant strategies and delivering innovative solutions that resonate with diverse audiences. Her ability to connect with people and create tailored approaches has elevated brands, increased visibility, and empowered leaders across multiple sectors.

About the CEO



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Client Testimonials

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The Gift Agency has been an incredible partner to the Women of Color in Community Development. Osa's professionalism and knowledge has been instrumental in our growth and success.

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What Our Clients Say

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The 5 Commitments to a Better You™ coaching event was it for me! From mental health, relationships, setting financial goals and personal goals; I received it! It was so personal and emotional for me to receive all the tools and affirmations! Can't wait for the next event and to put into action what I learned!





Osayamen is much more than a marketing strategist. She is insightful and creative in dealing with client needs and is capable of working alongside varying degrees of personality in group situations. Osa's circle of associates and friends is loyal to her and her vision, which is a strong testament to her passion and professionalism in her work.



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We at Open Access are better because of our partnership with The Gift Agency, LLC.

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Let's Collaborate

Partner with The Gift Agency

Together, we'll amplify your mission and create lasting impact.

Contact Us

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