



BYRON LINNELL EDWARDS

CREATIVE VISUAL ARTIST

FOUNDER, WELLNESS FOR CREATIVES™

Byron Linnell Edwards is a visual artist and creative brand strategist with a unique eye on a culture. His talents have contributed to elevating and executing a number of media entities, strategies, and celebrity-based talent initiatives within music, television, film, wellness, and social justice. With over 15 years of experience within arts and entertainment, Byron executes on major brand projects, collaborating with celebrity and influencer talent impacting culture through engagement and narrative change.

As a creative, Byron invests in his passion for art, digital media, wellness, and running through Wellness For Creatives™, which promotes mental health, burnout prevention, and holistic wellness. With a front row seat to their lifestyle, Byron produces events for creatives that educate and implement non-traditional, yet effective wellness strategies for executives, celebrities, and influencers using creative programming and activations.

As a professional, Byron continues to provide digital strategy with a focus on the intersection of entertainment and social good. He most recently served as Head of Social Impact for The Shade Room (@theshaderoom), where he was responsible for the massive political initiative in 2020, social impact partnerships, and philanthropic giving. He's also previously managed press and/or social media initiatives at companies including BET Networks, Roc Nation, Color Of Change and American Black Film Festival.

A subject matter expert with insight into how influencers approach brand partnerships and a passion for intimately engaging with people through storytelling, Byron and Wellness For Creatives™ promotes a lifestyle filled with wellness and running through content development, brand partnerships and mental health awareness. Using partnerships and influencer engagement, Byron is capable of tapping into an audience of culturally progressive black millennials who value entertainment, fitness, holistic wellness — and what's happening in the world around them.

@BYRON.LINNELL

Instagram
10.3k followers
5.86% engagement

AUDIENCE

Female :58% | Male :42%
Age: 25-34 yo
New York, Los Angeles, DC

PAST COMPANIES / PROJECTS

The Shade Room
Crown Act
Color Of Change
BET Networks
Roc Nation

QUALIFICATIONS

BA, Communications, George Mason
National Academy of Sports Medicine
Coach, Road Runners Club Of America
Science of Well-Being, (Yale) 2020
Science of Happiness (Berkeley) 2020