

Company: Black Girl PR, Phoenix AZ

Company Description: Black Girl PR is an award-winning PR firm that helps Black women leaders gain publicity and boost their online presence, so they reach more people and have a bigger impact. Ranked the No. 1 PR Firm and recognized as a Global Leader by Clutch, the firm provides PR services that increase brand awareness, build trust, and drive website traffic and sales.

Nomination Category: Company / Organization Categories

Nomination Sub Category: Company of the Year - Advertising, Marketing, & Public Relations - Small

Nomination Title: Black Girl PR

1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the achievements of the nominated organization since 1 January 2023, OR written answers to the questions for this category? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

n/a

3. If you are providing written answers for your submission, you must provide an answer to this first question: Briefly describe the nominated organization: its history and past performance (up to 200 words):

Total 195 words used.

Black Girl PR is an award-winning PR firm founded in 2020 to **amplify the voices of Black women entrepreneurs** and to help them convert media exposure into long-term brand growth.

Since its launch, Black Girl PR has **helped over 5,460 businesses** boost their online presence by securing features on major platforms like Business Insider and Time. These features have resulted in more than **14.9 billion media impressions**, which have increased client website traffic by up to 60% and social media engagement by 294%. The media attention has also resulted in partnerships, awards and other opportunities afforded to established market leaders.

Black Girl PR is currently ranked the **No. 1 Black-Owned PR Firm** and has been named a Global Leader by Clutch. It has also been recognized as a Top PR & Communications Firm by Ohio State University's School of Communications, the No. 1 communications school in the US.

LinkedIn calls the firm's founder, Nantale Muwonge, a marketing icon and has her on their list of 50 Inspirational Black Women In Marketing. She has also been featured by outlets like the *Harvard Business Review* and *Inc.*, and has written for industry outlet PR Daily.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Outline the organization's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 246 words used.

Since the start of 2023, Black Girl PR has solidified its reputation as a global leader in digital public relations:

Secured 210+ Media Features for Clients: Black Girl PR helped clients land coverage in outlets like HuffPost and Yahoo Finance, resulting in 10 billion media impressions. Which has increased client website traffic by up to 60%, social media engagement by 294%, and has also brought clients paid writing gigs, speaking opportunities, fellowships and corporate partnerships.

Launched 'Boosting Your Online Presence' Class Series: Began monthly residency at BFABW University to empower a community of 226.8K Black women entrepreneurs to leverage PR for business growth.

Drove Major Award Wins: Helped clients win a Gold Stevie® Award for Organization of the Year, a Bronze Anthem Award and an Exceptional Merit Award, among others. These wins validated clients' impact and opened doors to new funding and partnerships.

Shaped Industry Dialogue and Policy: Co-authored 2024 research on the impact of the defunding of DEI with nonprofit organization Buy From A Black Woman, supported by Bloomberg Philanthropies, the Black Economic Alliance Foundation and the Center For Black Entrepreneurship.

Earned International Recognition: Black Girl PR was named the No. 1 Black-Owned PR Firm, the No. 1 Woman-Owned and Minority-Owned PR Firm in Arizona, and a Global Leader by Clutch. And Nantale Muwonge was recognized as a 2024 and 2025 American Business Awards® Communications Professional of The Year, and a 2024 Stevie Awards® for Women in Business Social Change Maker of The Year.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

Total 248 words used.

Black Girl PR's achievements are uniquely significant because they address and actively dismantle systemic barriers to visibility for Black women entrepreneurs in an industry where only 1.16% of media coverage and advertising spending reaches Black-owned businesses. And unlike traditional PR firms that focus solely on media placements, Black Girl PR delivers measurable impact by integrating PR strategy, mentorship and education into a scalable model for long-term brand growth.

The 210 media features drove increases in website traffic and social media engagement because they were targeted and tied back to the clients' mission and purpose, in order to foster deeper connections with the community. This is also why this exposure translated into real opportunities like paid speaking engagements, which have elevated clients from overlooked to industry-recognized leaders.

What sets Black Girl PR apart is its model of sustainable visibility. Through the monthly BFABW University class series, the firm has empowered a community of 226.8K Black women entrepreneurs to build their own digital presence and PR skill set, a model virtually unmatched by traditional agencies.

And finally, the global rankings, positioning the firm to shape national policy conversations by co-authoring research on the defunding of DEI, and the company and founder awards, further underscore the firm's leadership, innovation, and systemic impact.

Black Girl PR is setting a new standard for what mission-driven PR can achieve, which not only levels the playing field but is building an entirely new one where visibility and equity drive lasting influence and opportunity.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 199 words used.

Some Client Media Features:

- o Nikki Porcher (Buy From A Black Woman) in [Yahoo Finance](#), [CP24 Breakfast in Toronto](#) and [Salon](#)
- o Dalaise Hickey (BabyDonna) on [WSFB 3](#), selected as [Editor's Pick](#) by The Today Show and in [Essence](#)
- o Anita Thomas (Lavāda Handbags) on [ABC Las Vegas](#) and in [Inside Retail](#)
- o Nicole S. Palmer (Delnic Media) for [Writer's Digest](#) and [HuffPost](#)

Award Recognition & Nominations:

- o Client: [2023 Gold Stevie® Award for Organization of The Year](#), [2024 Hartford Business Journal Women in Business Honoree](#), [2024 Bronze Anthem Award](#), [Shorty Award finalist](#), 2024 Exceptional Merit Award from Documentaries Without Borders International Film Festival
- o Personal: [LinkedIn's 50 Inspirational Black Women In Marketing](#), [African American Marketing](#) Associan's 2023 Black Marketers to Watch, [2024 Silver StevieAward for Communications Professional of The Year](#), 2024 Silver Stevie® Award for Social Change Maker of The Year, [2025 Silver Stevie https://www.youtube.com/watch?v=Af5_Xp_4jY® Award for Communications Professional of The Year](#)

Advocacy & Economic Policy Contributions:

- o 2024 [research study](#) on the impact of the social justice uprising and the defunding of DEI programs on Black Women-Owned Businesses.

- o [Press release](#) announcing research fellowship and research

- o [Article](#) about Black Entrepreneurship Research Symposium, research was first presented

- o [Atlanta Journal-Constitution](#) and [Florida Courier articles citing research study](#)

Attachments/Videos/Links:

[Black Girl PR](#)

[REDACTED FOR PUBLICATION]

