



TRUST IN PR THAT WERKS



CATRICE ARMSTRONG

Catrice Armstrong is an expert Public Relations Strategist with over 15 years of sales/marketing and business development experience. She is a member of the National Sales Network and a proven driver of revenue through district and regional market expansion. Armstrong has worked for The Quaker Oats Corporation, where she was instrumental in launching Gatorade's Energy Bar brand; The Michael and Juanita Jordan Endowment Fund; managing multiple projects and implementing operational procedures, and Merck Pharmaceuticals; where she provided strategic leadership--increasing profit growth and industry presence through key relationship building. Named among Merck's top 5% nationally and top 2% regionally in pharmaceutical sales, Armstrong is a well-known leader in raising market share and delivering quantifiable results.

Discovering her talent as an assertive communicator and connector with an innate ability to deliver powerful presentations and game-changing deal closings, Armstrong took a leap of faith and started her own company PR Werks Public Relations Firm in January 2015. This firm seeks to help established and emerging businesses through its 4-Pillar business model—Leadership, Development, Collaboration and Innovation. Her present/past clientele includes Hill Harper, National Geographic, Black INK Crew Chicago, Razzmatazz Chicago, Chicago Elite Classic, Bud Billiken Parade, Tichina Arnold, Juanita Jordan, Celebrity Stylist Barbara Bates, & Award Winning Director Nzingha Stewart just to name a few. As a master collaborator, Armstrong has partnered with some highly sought after Public Relations firms including W&W Public Relations (on the Steve Harvey Foundation Gala and the Super Bowl Gospel Fest) Brown Farmer Media Group (Indigo Foundation's Annual Gala, Hyatt Hotels Corporation's Bud Billiken Parade participation and production) and 135th Street Agency (National Geographic's documentary LA 92, Fox Searchlight's SnowFall, Oprah Winfrey Network (OWN), Google, Warner Bros. & Lionsgate.

As a member of the Alpha Kappa Alpha Sorority Incorporated, Armstrong was instilled with a belief in sisterhood and reaching back to be a resource for younger women. She continues her passion to encourage and empower women through a partnership with Reel Beauty, Inc., where she helps provide self-esteem building workshops that help girls learn the importance of self-worth and confidence.

Obtaining a Master of Science degree in Marketing from Roosevelt University and a Bachelor of Arts degree in History Education from the University of Illinois at Chicago, Armstrong has become a successful

thought leader with the acumen to create brand awareness, develop strategic partnerships, secure media placements, facilitate on site activations, and implement media campaigns.

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