

## MONIQUE CARSWELL

Monique (Myles) Carswell is no stranger to hard work and perseverance. A graduate of the University of Illinois at Urbana-Champaign, her passion and dedication are reflected in Carswell's many accomplishments that showcase her executive leadership, community advocacy and international flair. With 15 years of experience encompassing a combination of marketing, business development, public relations, partnership management, digital strategy, and philanthropy, Carswell has proven herself to be a leader within both the corporate and cause arenas.

Carswell most recently served as Director, Sustainability & Corporate Social Responsibility at Comcast NBCUniversal where she was responsible for ideating and developing innovative programs to solve social issues in communities nationwide, inclusive of leading NBCUniversal's Emmy Award-winning public service campaign *The More You Know* and the company's sustainability program, *Green is Universal*. Carswell was also responsible for developing the marketing plans to promote Comcast NBCUniversal's pro-social programming, engaging consumers in these efforts, as well as partnering with internal and external stakeholders to elevate Comcast NBCUniversal's brands in communities.

Carswell previously oversaw national and diversity marketing at Teach For America (TFA). As Managing Director, she was able to strengthen the organization's brand and outreach initiatives by leading compelling campaigns and cause marketing programs that drove awareness and activated key audiences, in addition to keeping corporate and celebrity partners engaged. Prior to TFA, at *Black Enterprise* Carswell served as Director of Marketing & Strategic Partnerships overseeing marketing and audience development for the print magazine, two TV shows, and several revenue generating events. She was also responsible for establishing external partnerships to create offerings to both grow the company's bottom line and diversify their core audience. She also advises others through her agency Myles Ahead Consulting and as an adjunct professor, formerly at Fordham University and now at New York University (NYU), teaching digital marketing and integrated marketing to graduate students. Carswell first honed her skills managing national advertiser campaigns for *CosmoGIRL!* Magazine at Hearst Corporation, where her love affair with media first began.

Carswell has addressed many audiences, sharing her expertise and facilitation skills with hundreds of entrepreneurs and community leaders. She was recently a featured speaker on the official 2018 programs at both South by Southwest (SXSW) and the Consumer Electronics Show (CES). She has also been touted by *The Network Journal*, broadcasted on C-Span, and appeared on several radio programs. Carswell was a 2011 America's Leaders of Change fellow, featured as "New Yorker of the Week" by the *New York Amsterdam News*, named a 2012 *NV Magazine* Mover & Shaker, a 2015 Woman of Influence by *New York Business Journal* and 2018 CUP Catalyst awardee. An avid global citizen, Carswell was selected for a 2019 U.S. State Department delegation to Argentina with the American Council of Young Political Leaders and was invited to travel to Israel in 2014 as part of an American Israel Education Foundation delegation of Northeast leaders. She has also performed mission work in South Africa, studied the immigrant experience in France, and in 2013 she chaperoned youth on an educational tour throughout China.

Carswell is overly committed to giving back. She is the founding Director of the Leadership Council for WorldofMoney.org, a non-profit that teaches kids financial literacy, a founding officer of the New York Urban League Young Professionals, and a former youth advisor and officer of the Mid-Manhattan Branch of the NAACP. She has also held many elected and appointed offices within the North Manhattan Alumnae Chapter of Delta Sigma Theta Sorority, Inc., most notably as their first International Awareness and Involvement Chair establishing foreign affairs education and programming for the chapter and local community. For her good deeds, Carswell has been recognized by Brown Memorial Baptist Church and is a recipient of the NANBPWC, Inc.'s Distinguished Woman Award and Toyota's Green Initiative Award.