

EUNIQUE JONES GIBSON

BOARD MEMBER



Eunique Jones Gibson is a cultural architect, brand builder and social activist whose revolutionary campaigns have created global movements. In 2013, she launched Because of Them, We Can®, an award-winning campaign which has now evolved into a worldwide media platform for Black Excellence. She is also the creator of the hit-game #CultureTags®, which encapsulates the nostalgia of the Black experience and Black culture. Eunique serves as the CEO and Chief Creative Officer of the innovative agency, Culture Brands, as well as the CEO of The Happy Hues Company, an inclusive baby essentials company focused on nurturing happy and healthy babies. Collectively, Eunique's portfolio highlights her commitment to representation and the celebration of culture & community.

A Bowie State University graduate and member of Delta Sigma Theta Sorority, Eunique has also received recognition for her work such as the White House Champion for Change and Ebony Power100. She resides in Maryland with her husband, Chris, and their three children, Chase, Amari, and Sage.

- ▶ Eunique authored the book Because Of Them We Can - Educating and Connecting a New Generation to Heroes Who Have Paved the Way.
- ▶ She has appeared on panels and interviews with National Association of Black Journalist, ADCOLOR Awards, CultureTags, Black Girls Rock!, among many others.
- ▶ Her photo campaign work includes "I AM Trayvon Martin", "Because of Them We Can", "Por Ellos Sí Podemos".
- ▶ You can also find Eunique's work in the ad videos "Getting Old Is No Joke ft. David and Tamela Mann", "Hometown Hero ft. Kevin Durant", "Join the Club ft. Jennifer Hudson".

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Questions?
media@MADRE.org

AREAS OF EXPERTISE

- ▶ Marketing
- ▶ Creative Direction
- ▶ Brand Building
- ▶ Social Activism
- ▶ Communications
- ▶ Photography