

# HIS\_MRS USA Co-op

**Talent Consultant – Bocar** Jan 6, 2025 **Meet your new Senegalese born A&R, overseeing talent & brand development for your company's advancement.**



**Objective:** " I am well versed in brand development & talent seeking. Highly passionate about building Africa using my expertise in event planning, HR assignments, affirming collaboration opportunities amongst talented creatives & industry leaders from the private & public sector" – Bocar from **HisMrs**

# About

**HisMrs:** A progressive entertainment company committed to the development & representation of select musicians, writers & winemakers.

We present themed driven events showcasing remarkable live musicians, exhibitions & brand pop ups in your favored local event spaces & premium venues.

**HisMrs Mission:** To enhance & refine a community of select artists who'll remain confident, collaborative & adjustable while serving as a catalyst for positivity & growth on a global scale. We aim to promote artists who represent us & other select brands with quality & class.

**HisMrs Mantra:** Our reps are individuals who believe in the fight for community. We prioritize the message over the messenger, study inspiring movements & pride ourselves in collaborating with those who know the highest ROI is in authentic art.

## Initiatives & Offerings



### Branding

The essence of a brand into a cohesive message.

*"Whether it's artist development, set design, the tone of an initiative & visual design - my approach is maintaining consistency while tailoring content to resonate with the target audience."*



### Adaptability

Adjustments step by step.

*"I thrive in fast paced environments where collaboration & adaptability are keys to positive change. I've birthed creative rebranding programs with the intention to produce positive results."*



### Problem Solving

Best achieved when approached from expanded consciousness.

*"My commitment to clear communication & ensuring all parties makes me a trusted partner in conflict. My experience with stakeholders & hospitality projects led me to execute smooth service & prevent future problems."*

Select professional/internship experience (referrals available upon request)

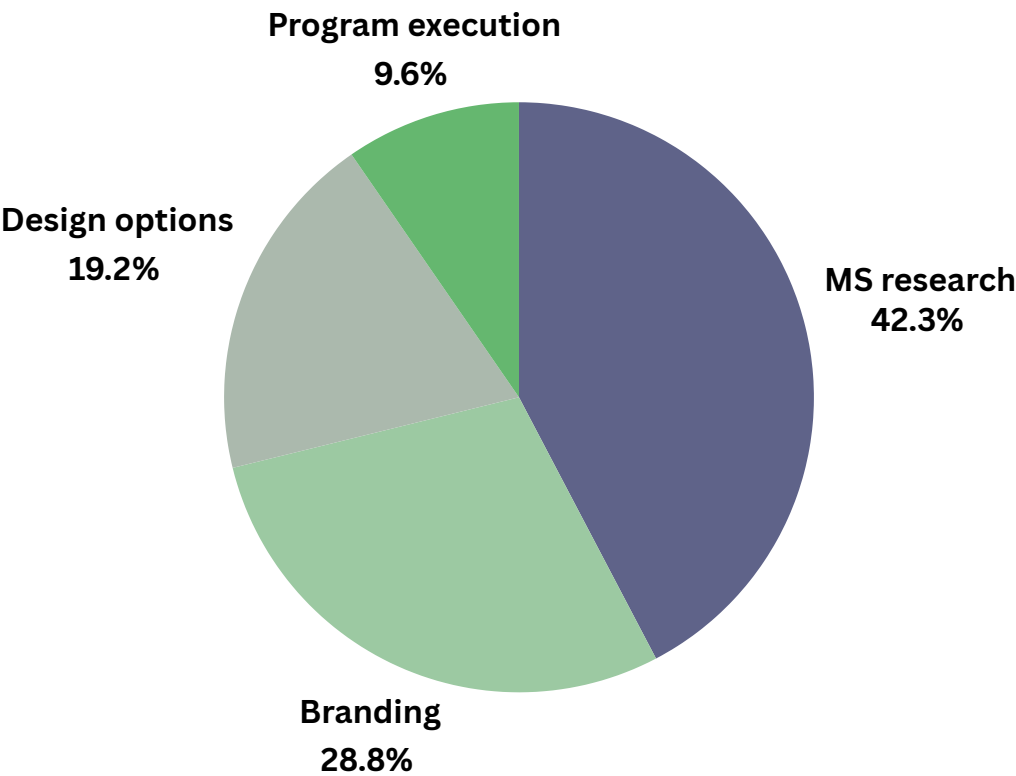
Automotive Ambitions – Branding & Event coordinator | 01/2023 - 09/2023

BDMC Med Center – Guest Experience strategist | 11/2020 - 12/2024

Desert Hospital – Customer consultant | 11/2020 - 12/2024

# Purchase Hours

Event planners/Talent Booking rate: \$75–\$100 PER HOUR – Creative Officer Bulk Purchase: \$1250 USD + % of sales (typically 5-10%) - negotiable. Price increase applicable when contracting HisMrs talent &/or project IP (costs available upon request)



General Hourly Utilization Rate for production

Select brands our rep helped advance:

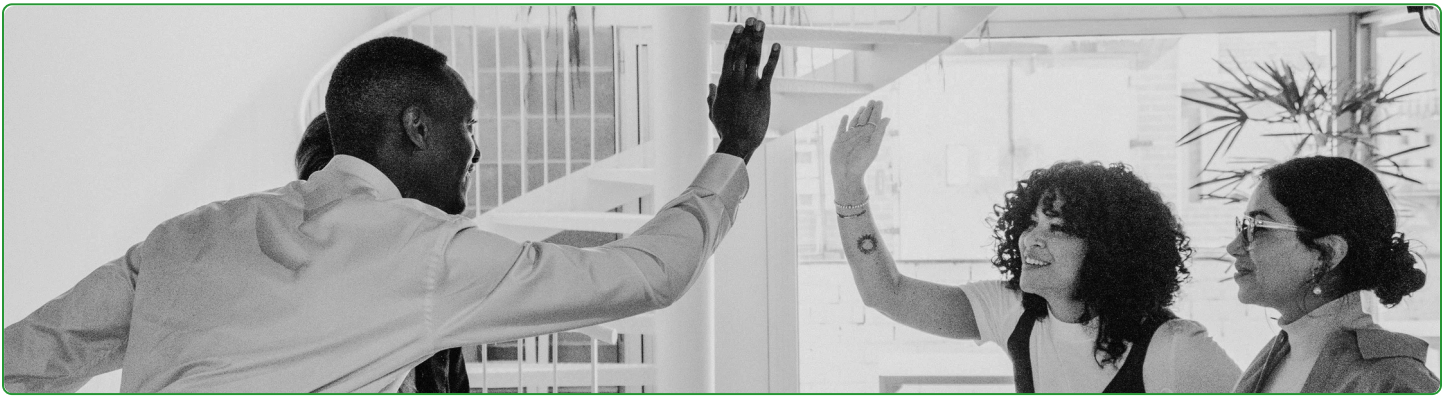
PEAK FASHION SHOW | BDMC | AZZARA KITCHEN | AUTOMOTIVE AMBITION | BOCAR THE GREAT

ALL REFERRALS AVAILABLE UPON REQUEST

Creativity is intelligence having fun  
– Albert Einstein

# Let's plan for positive impact & longevity

**The active eye for the finer particulars elevate the overall outcome. I'm known to exceed project expectations by paying close attention to detail – Bocar**



## Contact Information

*We would love to hear from you!*

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