



# LATINA (ROYAL TEE) "THE FLY COACH" PATTERSON

Certified: Business Owner, Life Coach,  
Project Manager, Website Designer,  
Professional Photographer, Graphic Designer,  
Sales Professional, and Digital Marketer

WORK HISTORY & CREATIVE EXPERIENCE

## Education

Messmer High School: Milwaukee, WI  
High School Diploma - 2004

Tennessee State University: Nashville, TN -  
2004-2006

Life Coach Certificate: IAP Career College -  
2021

Business Owner Certificate: IAP Career  
College - 2022

Project Manager Certificate: IAP Career  
College - 2022

Graphic Designer Certificate: IAP Career  
College - 2022

Professional Photographer Certificate: IAP  
Career College - 2022

Website Designer Certificate: IAP Career  
College - 2022

Sales Professional Certificate: IAP Career  
College - 2022

Digital Marketer Certificate: IAP Career  
College - 2022

NSE 3 Cyber Security Certificate: Fortinet  
NSE Associate Program - 2022

S.U.R.E. Program Graduate: University of  
Houston (Downtown) C.T. Bauer College of  
Business - 2023

Current Student - Applied Science in Digital  
Film - SAE Institute Atlanta

## Computer Skills

Adobe Suite  
Final Cut Pro

WordPress  
Elementor Pro

### INSTALLATION TECHNICIAN IV

#### Dish Network: Marietta, GA - 2007-2012

Installed satellite television and internet service to customers and businesses. Ensured every customer received quality customer service and the highest satellite signals. Proceeded with caution while climbing ladders, drilling holes, walking through attics, walking on roofs and crawling in crawl spaces. Offered to upgrade service and products for a better customer experience to each client. Trained new technicians on safety pre-cautions, time efficient installation techniques, quality customer service and customer training skills.

#### Obsessions Nightclub: Decatur, GA - 2012-2014

Managed a multimillion dollar venue, coordinated successful parties, red carpet events, and celebrity concerts for a variety of event promoters and talent managers for up to 4500 patrons. Ensured bar staff, waiters, VIP hosts, security and promoters worked together to satisfy each customer in a professional and safe manner. Managed social media accounts, produced promotional videos, created event flyers, signs, posters, and banners.

#### I Am Fly, LLC: Houston, TX - 2013-Present

A one stop creative shop that motivates dreamers to "Soar to Their Highest Potential" while producing multimedia projects for clients. Provide multimedia, branding and custom apparel services to clients working towards the success of their careers, television shows, podcasts, businesses, YouTube channels, social media accounts, events, and performances. Recruit and motivate individuals with talent and small business owners in need of exposure and inspiration. Publishes digital ads to expand brand awareness for clients. Create motivational digital content and apparel to inspire those in need of positivity.

### ASSISTANT MANAGER

**CERTIFIED: BUSINESS OWNER, LIFE COACH, PROJECT MANAGER, WEBSITE DESIGNER, GRAPHIC DESIGNER, PROFESSIONAL PHOTOGRAPHER, SALES PROFESSIONAL, & DIGITAL MARKETER**



# Professional Projects

Website: Fresh Spirit Wellness for Women - www.freshspirit.org  
Web Design: Throw'd Off Entertainment, LLC - www.throwdoffentertainment.com

Graphics: Sam Mac Ent. Awards  
Graphics/Video: Frankly Delicious Nuts  
Photos/Graphics/Highlight Videos: MTC, LLC and Podcast on Black Ink Radio  
Volunteer: Kids Workshop AhavahKids, LLC

# Memberships

Member: National Honors Society  
Member: Tennessee State University Division I - Women's Basketball Team

ForbesBLK Global Community - 2023

# Awards

Who's Who Among American High School Students: Award - 2002-2003  
Messmer High School: Girl's Basketball Most Improved Player Award - 2002  
Messmer High School: Girl's Basketball MVP and Leadership Award - 2003-2004  
Gatorade Scholar Athlete - 2003-2004  
Most Outstanding Student Athlete Award - 2004  
Brady Corp.: Academic All-Star - 2004  
The Telly Awards: Creative Director Award for The Cam Hill Show - 2021  
Sam Mac Entertainment: Diamond Black Excellence Award - 2021  
River Awards: Television Show of the Year for, The Cam Hill Show - 2022  
Brillionaire Award: Black on Black Excellence - The Cam Hill Show - 2022  
Houston City Council: Special Honor for DNP Prod. "A Few Good Men" - 2022  
Proclamation from Houston's Mayor: Sonia R. White ENT. "The 3rd Annual Presidential Lifetime Achievement Awards" - 2022

Fort Bend County, City of Houston, & State of Texas Proclamations: "The 29th Annual MLK Grande Parade" - 2023

# Contact

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W : teamiamfly.com

WORK HISTORY & CREATIVE EXPERIENCE

## INSTALLATION TECHNICIAN III

### Time Warner Cable: Myrtle Beach, SC - 2014-2016

Installed cable television, internet and telephone service. Ensured each customer received the best quality customer service and the highest cable signal. Proceeded with caution while climbing ladders, climbing poles, drilling holes, walking through attics and crawling in crawl spaces. Offered service and product upgrades that would better the Time Warner customer experience. Performed service calls to fix issues customers were experiencing.

### DNP Life Consulting: Houston, TX - 2018-Present

Motivated award winning and Amazon best selling author of "Everything Grows in the Valley", Diana N. Patterson, M.Ed to write her book. Managed the first official book launch. Design custom business cards, flyers, signs, posters, table banners, retractable banners, and backdrops for the event.

### DNP Prodctions: Houston, TX - 2019-Present

Meet with multi-award winning Director, Producer; Diana N. Patterson, M.Ed. and lead actors to determine the objective, scope, deadlines, deliverables, and budget. Capture professional photos and videos of cast, produce promotional videos, create flyers, posters, signs, banners, and backdrops. Brand and manage DNP Productions projects leading to sold out events.

### The Cam Hill Show: Houston, TX - 2020-Present

Developed a rebranding strategy for now Multi-Award Winning Houston Celebrity and Talk Show Host, Cam Hill. Assisted in managing schedule for over 200 celebrity and success achieving guests. Created new logo, digital flyers for each show, produced promotional and recap videos. Managed social media accounts and increased engaged following. Assisted in increasing episode views from 10 views to over 48,000 views. Designed and managed new website thus, increasing web traffic from 200 visits per month to over 17,000 visits per month.

### Sonia R. White ENT.: Houston, TX - 2022-Present

Produce hi-res promo videos, create flyers, custom; backdrops, signs, and retractable banners for the Annual Presidential Lifetime Achievement Awards, honoring high-profile Global Humanitarians, and Philantropists. Published photographer.

## CERTIFIED PROJECT MANAGER AND CREATIVE DIRECTOR

## CREATIVE PRODUCER AND PROJECT MANAGER

## CREATIVE DIRECTOR

## CREATIVE PRODUCER