

SANDRA GARCIA LOWERY

*Media Sales & Marketer, Strategist & Creative
Catalyst for Women & Diversity In Media
Non-Profit Board Leader, Entrepreneur*



Sandra shares her story of Self Discovery and Success By Any Means at schools, with non-profit organizations and in classroom settings.

A Media Sales and Marketer with experience working at brands such as Time Warner Cable Media, PEOPLE.COM, PEOPLE Magazine, PEOPLE StyleWatch, CNNMoney.com, Money Magazine, FORTUNE Magazine, and VH1. Sandra has over 10 years of industry experience developing marketing strategies and compelling sales programs for brands such as Toyota, L'Oreal, Almay, Estee Lauder, Snapchat, Apple, Verizon, AT&T Entertainment, Lexus, Sephora, Pepsi, McDonalds, and Nordstrom to name a few.

Two years after graduating college, Sandra co-founded a Special Events Planning company, POSH Agency, LLC. The agency executed events for private clients including The Barclays Center and The Brooklyn Nets NBA team.

Sandra motivates and inspires audiences to pave their own path of success and chase their dreams with furious determination. She inspires others to work hard and to achieve success by any means necessary.

BOOKING:

Sandra@SandraGarciaLowery.com

Sandra Garcia Lowery

SANDRA'S TOPICS

The Story of An Afro-Latina
Growing Up Between Cultures
Being A First Generation
Following Your Passion
Inspiration & Motivation

INDUSTRY TOPICS

Leading A Non-profit
Marketing Strategy & Branding
Digital Marketing
Product Marketing
Media Marketing
Entrepreneurship

AWARDS

FORBES 30 Under 30
Marketing & Advertising category
2016 Finalist

Latino Leaders Magazine
Top 25 under 35 Future Leaders
2012 New York

LEADERSHIP POSITIONS

National Association for Multi-Ethnicity in
Communications
President, NY Chapter
2017 - 2018 (2 Year Term)
www.namic.com

Digital Diversity Network
Board of Influencers
2017
www.digitaldiversitynetwork.com

America Needs You
Young Leaders Board
2017
www.americanneedsyou.org

For Upcoming Events and more visit www.SandraGarciaLowery.com

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LEADERSHIP PROGRAMS

United Nations
Association of New York
The Worldview Institute
2015 Graduate

Founder, Afro-Latina Beauty
www.Afro-LatinaBeauty.com
[@AfroLatinaBeauty](https://www.instagram.com/AfroLatinaBeauty)

The Story of an Afro-Latina

I was born in Honduras, Central America to an Afro-Honduran father also referred to as Garifuna* (*a group of people with mixed Carib and African ancestry*) and an Indigenous mother of Arawak Amerindian decent.

I spent the first 4 years of my life growing up in front of the Caribbean ocean with my first language being Spanish with working knowledge of the Garifuna Language, an Arawakan language with Arawak, English, French, and Spanish influence. The Garifuna are descendants of West African, Central African, Island Carib, and Arawak people.

I moved to New York City in time to start elementary school. As a young girl growing up between cultures, I struggled in finding my identity. I came from a predominately Spanish speaking home, eating traditional Latin meals, attended Catholic mass every Sunday and heard my parents debate Honduran politics every evening over dinner. Although my home life was a constant reminder of my native Honduran roots, the outside world always expressed curiosity. **I felt like a walking question mark. I didn't feel "black enough" to be African American and I didn't look "spanish enough" to be Latin American.**

It wasn't until college that I became fully comfortable with the uniqueness of my story. I developed a sense of pride in the richness of my Afro-Latin roots and ancestry. Knowing that there wasn't much representation or acknowledgement of Afro-Latinos, **I was inspired to create a destination that celebrates the stories of people from the Diaspora. WE EXIST**, and our many shades of brown and the many textures of our hair is a BEAUTY!

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