

PEOPLE PROGRAMS PARTNERSHIPS

THE GIFT AGENCY, LLC
CONSULTING SERVICES

A TALENT & SERVICE MANAGEMENT COMPANY

www.thegiftagency.com

OUR SERVICES

TALENT & SERVICE MANAGEMENT (PEOPLE, PROGRAMS & PARTNERSHIPS)

Welcome to The Gift Agency, LLC (TGA) - your strategic partner in talent and service management, specializing in communications & marketing for people, programs, and partnerships. As a management consultancy, our mission is to help you achieve your inclusive goals and objectives through strategic alignment and expert execution.

With over 15 years of experience in marketing and fostering partnerships, we are thrilled to offer our comprehensive consulting services to clients seeking to position their brands and services competitively. At TGA, success is driven by our commitment to understanding your unique needs and tailoring solutions that deliver exceptional results.

With us, you'll successfully execute programs, trainings, events, and initiatives that align with your goals and boost brand recognition. Our approach involves leveraging digital, direct, and diverse strategies to elevate your market presence and influence. TGA takes pride in cultivating inclusive environments where your brand can thrive and make a lasting impression on your audience. Let us design and manage top-tier initiatives that will empower your team and drive success.

Choose The Gift Agency, LLC as your strategic partner, and together, we'll pave the way for engagement, growth, and impact.

Contact us to explore how we can bring your vision to life through our unparalleled services. Empower your brand and exceed your goals with TGA by your side.

Certified as a Minority Women-Owned Business Enterprise (M/WBE).

SUCCESS STORIES

We have achieved some impressive results with our clients, including:

- Issuing an industry-wide call to action to representatives of leading Fortune 500 companies on strengthening diversity at top firms.*
- Co-launching Open Access, a community development finance virtual training and fellowship program for Black & Latinx professionals*
- Establishing a national mentorship program, in conjunction with an organization's employee resource group*
- Creating the inaugural ULI REAP Online Academy, an e-learning professional development platform, garnering over 300+ diverse applicants from over 20 cities across the country, including Asia, Europe, and Canada. Formerly offered in-person, the 25-year old program provides education for minorities interested in a career in commercial real estate.*
- Developing effective marketing strategies for over 150 live, online, co-sponsored programs and events annually to increase registration, membership & sales in the Continuing Legal Education (CLE) division of the New York City Bar - resulting in a 40% increase in program registration.*
- Executing strategic partnerships, including but not limited to retail meet and greets, concert tours, product launches, philanthropic and annual televised events that contributed to the overall success of brands, projects & licensees.*
- Overseeing all creative processes related to visual elements in product packaging, managing financial budgeting and executing marketing objectives for upcoming releases, resulting in over one million record sales.*



*Osayamen Asemota-
Bartholomew*

*Chief Gifted Officer /
Consultant
osa@thegiftagency.com
917-892-1654*

Background

Osayamen Asemota-Bartholomew is the founder of The Gift Agency LLC (TGA), a talent and service management consultancy specializing in the communications and marketing management of people, programs, and partnerships. With an unwavering dedication to fostering inclusion, Osayamen leverages her expertise to strategically align clients with their inclusive goals. Her background in marketing and program management, coupled with a passion for empowering diverse talent, drives her work at TGA.

Osayamen brings extensive experience from leadership roles at organizations focused on advancing diversity and inclusion. Her previous work includes driving innovative programs at Real Estate Executive Council (REEC), Real Estate Associate Program (Project REAP), New York City Bar Association, and strategic partnerships with The Urban Land Institute, PREA Foundation, and Open Access.

Previously, she has held marketing roles in media, entertainment, and the non-profit industries, where she developed strategic marketing strategies and managed successful global campaigns. Her diverse background uniquely positions her to lead The Gift Agency in driving diversity, equity, and inclusion across various industries. She has been honored with numerous accolades, including the Crain's New York Business Notable Black Leaders and Executives award, the Top Woman in Commercial Real Estate by the Real Estate Marketing Awards, and the designation of Rising Star and Leading Lady in Real Estate by Real Estate Weekly.

She holds a dual Bachelor of Science degree from Lincoln and Temple University, a Master of Arts from The New York Institute of Technology, and is a certified John C. Maxwell Life Skills Coach. With a multicultural background from Nigeria and the Dominican Republic, Osayamen proudly calls New York City her hometown, where she resides as a dedicated wife and mother of three.