

Self-Made Women



Elvira
Guzman

ELVIE G
PUBLIC
RELATIONS

the Steve Harvey Morning Show. She may have been the original member of #TeamNoSleep as she balanced all this at once. Her hard work had earned her the trust and support of the comedian, actor, and author Steve Harvey as he later moved her to New York to run his office and manage PR for his numerous ventures. Since graduating, this hardworking PR maverick has been on the grind, producing TV shows on MTV, BET and the WB. After trying her hand at talent booking, stage managing, and coordinating college events like The Black College Expo Tour and awards shows like the Hoodie Awards, the BET Awards and the Critic's Choice Awards, she decided to launch her very own PR Company. Her company, Elvie G PR, specializes in brand development for artists, comedians, actors, athletes and special events. Now located in Burbank, CA, Elvie has managed clients like superstars Music Soulchild, Terrance J, and Roy Jones Jr. She also oversees up-and-comers like Ashley Jordan Preston and Jackie Guerrero. But she doesn't just represent people, Elvie also does PR for clothing line PFP Clothing and ILBTV, a Latino cable company.

challenging, but nothing seems to faze her. When I asked her what gets her through she said, "My trust in God and my trust in my gift! I know that no matter how hard things get, God and my gift will always pull me through."

Latina Magazine recognized her as one of their top 15 Entrepreneurs of the Year. She was also on BET's "Being Terry Kennedy," a reality show

about the life of pro skater Terry Kennedy.. Always up for a challenge, she plans to extend her list of credits to include film producer and author. Elvie is currently the assistant producer on a film directed by Troy Byer and is writing her first book. She says that the book is very important to her because it is her way to tell her story and share her knowledge with others. "We ALL have a story. Whether your 'story' makes or breaks you is up to YOU!" Elvie says.

Self-made women come from all walks of life and pursue a wide range of goals. There are those who are mothers, some are humanitarians, and other are CEO's of huge companies. And then there are those who choose to forge their own way in their fields and create a little something awesome for themselves. We call these hustlers entrepreneurs and Elvira Guzman is one of them. With degrees in Political Science and Law & Society, she could have gone on to work for any major company in Los Angeles, but she chose to create her own lane, and then fly past every milestone on it independently. Now this little lady is the owner of her own leading PR agency with clients ranging from pro skater Terry Kennedy, and comedian George Wallace, to the radio station 93.5 KDAY. You can attribute it all to her dedication and drive.

In college, she was already working as director of publicity and branding for

Managing such a diverse client list has to be