



*Dana Rutherford*

KEYNOTE SPEAKER  
& INFLUENCER

MEDIA KIT

[www.traumasurvivorsguide.com](http://www.traumasurvivorsguide.com)  
[www.amilliondreamscc.com](http://www.amilliondreamscc.com)

# Hi. I'm Dana!

## KEYNOTE SPEAKER & INFLUENCER

I'm Dana Rutherford, a beacon of resilience from Tampa, Florida, who has triumphed over immense challenges to craft my inspiring story. After enduring personal tragedies such as childhood neglect and instability, the untimely loss of my parents and brother to opioids, a 14.5-year abusive marriage, and homelessness with my three sons, I reclaimed my path through education, proudly graduating from the University of Florida and becoming their first Online Student Commencement Speaker.

As a sought-after speaker, I've had the privilege of addressing diverse audiences, including women's and community events, summits, courthouses, business meetings, radio voice overs, churches, and television. My speaking topics range from overcoming trauma to branding, entrepreneurship, philanthropy, motivation, and more.

I founded The Trauma Survivor's Guide to Life Abundantly to aid in post-trauma recovery and A Million Dreams Creative Consulting specializing in fundraising, branding, strategic planning, and digital marketing. As an online product influencer, I collaborate with brands to promote products through sponsored content and endorsements on social media other platforms influencing consumer purchasing decisions to enhance brand awareness and drive sales.



 **170.2K**

monthly social  
media reach

 **63.7K**

monthly product  
views as an influencer

 **36K**

social media  
followers

 **225**

number of items sold  
monthly as influencer



## SPEAKING TOPICS

- ✓ My personal story is one that speaks on hope after trauma and overcoming incredible odds. Listeners often leave feeling inspired to achieve their dreams.
- ✓ Many entrepreneurs are not reaching their highest potential due to past trauma and a lack of self-worth. It's important to heal in order to ascend.
- ✓ YOU are your best branding tool! We are all born with a unique story and passion. When we find who we are, that is when we stand out in business.



## Client Testimonials

“

Dana has captured the big vision of success behind my business with her natural creativity and expertise! She has worked patiently with me, always providing helpful revisions and is very skilled, informed, knowledgeable and personable!

*Kerri Timothy*

“

Dana is captivating and authentically refreshing! She knows how to grab an audience and speak truth to them. I love watching Dana speak, and I'm so glad we had her at our event!

*Jacqui McCray*

# Survivor. Empowered.



## VIDEO & PODCAST SERIES

"Survivor, Empowered" showcases real-life accounts of women who are thriving after overcoming trauma, along with guidance to support trauma survivors on their personal path. This series highlights the potential to reshape our lives, pursue our aspirations, and remain authentic amidst daily challenges.



## MOST VIEWED EPISODES

**Ep1: The Keys to Success: Ryann's Story**  
with guest Ryann Halo

**Ep9: Trading Striving for Surrender:  
Erica's Story**  
with guest Erica G. Untaran

**Ep4: Pregnant with Cancer:  
Alicia's "Journi"**  
with guest Alicia Harris

**Ep3: Starting Over with Style**  
with guest Sophia Rodriguez

## 2024 CONFERENCE



HOSTED BY: THE TRAMA SURVIVOR'S GUIDE  
*To Life Abundantly*

From fearful to **fierce female**  
fulfilling her dreams after trauma.

On May 4, 2024, we heard from survivors of trauma who are now rewriting their stories as entrepreneurs, professional leaders, community partners, business owners, and much more! Conference will include:

- Engaging speakers
- Panel discussions/Q&A
- Time for networking
- Vendors
- Raffle with prizes

Speakers included Alexia Gonzales, Ryann Halo, Nakia Kelley, Giselle McNab, Dana Rutherford, and Alivia Wysocki.

Mental Health Panel included Sunni Albano, Danielle Arbutina, and Kerri Timothy.

Beauty, Style, and Health Panel included Anita Arredondo, Sophia Rodriguez, and Kandice ShaRhea.

Our Emcee was Mandy Shulis, and our Nonprofit Spotlight was Journi for Two.



# Community Impact

TRAUMASURVIVORSGUIDE.COM

The Trauma Survivor's Guide to Life Abundantly is a business that serves as a beacon of hope for the community, raising awareness about trauma's impact, organizing fundraisers for crucial initiatives, and connecting survivors with specialized care providers. Their goal is to help individuals thrive after trauma.



## STATISTICS

**59**

number of single moms and children who had Christmas experiences and gifts in the 2023 Sleighful of Hope Christmas fundraiser

**45**

number of local business partnerships that support our efforts

**44**

number of countries reached through our website



## DIFFERENT PUBLIC ADVOCACY VENUES

University of Florida  
Saint Leo University  
Pasco County Clerk of Court  
The 700 Club on CBN  
Bloom Tampa Bay on WFLA-NBC  
Morgan Stanley  
JW Marriott Tampa  
KRATE at the Grove



## WHO I WORK WITH

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I support female entrepreneurs and individuals who are looking for hope after experiencing trauma, empowering them to chase their aspirations and discover rejuvenation. Irrespective of gender, my aim is to inspire hope that a fulfilling life is possible post-trauma.

Collaborating with brands as an influencer involves a mix of creativity and strategy. By weaving narratives and captivating visuals, I assist brands in resonating with their desired audience, encouraging meaningful interactions, and nurturing brand allegiance. My goal is to develop impactful campaigns that make a lasting impact.



## GET IN TOUCH

Are you seeking a keynote speaker or brand influencer to elevate your next event or campaign? Let's collaborate to make your vision a reality.

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*Dana*