



## **SHANTELE S. "LADYBUG" BRUMFIELD**

Shantelle S. "LadyBug" Brumfield is a native of Vallejo, CA. A graduate of dual degrees from Howard University + Stanford University. She is the Founder & Creative Director of Yarn Movement with a mission to "share the power of creativity to empower the world."

As a little girl, she was taught the importance of following her dreams through the use of her imagination. In fact, this was something that was encouraged all around from family, friends and the community at large! At age 12, while spending time with her grandmother and friends, she learned how to crochet and was immediately hooked. Over the years, crochet was identified as her superpower: used for business, therapy, teaching and ultimately professional development. She developed a strong passion for helping others do the same and that's when her life changed. She was able to connect with the right support group. Have the energy needed to power through those long days. And, make a significant impact in the lives of over 3000 girls in one summer.

The "Believe In What You Dream" (BIWYD) program was designed to use creativity to intellectually and emotionally empower the next generation of girls. This is taught through a specific learning methodology, where crochet is taught as a skill that both theoretically & economically empowers them into the future.

Today, as a woman she understands the importance of alignment. The key to her future success is built upon a narrative of empowering girls who to be fearless women leaders. For her everything starts with PASSION & PURPOSE, because "passion without purpose yields no workable plan for results."