



MYLEIK TEELE

FOUNDER & CEO, CURLBOX,
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California-bred innovator, **Myleik Teele**, has revolutionized the way women address their curly hair needs. As the founder of **curlBOX**, an exclusive monthly subscription box full of amazing products, the stylish entrepreneur has garnered partnerships with Procter & Gamble, Carol's Daughter, Walmart, Target, SheaMoisture and OGX.

Before creating **curlBOX**, the San Francisco State University graduate honed her talents for a decade in public relations, working with brands such as Calvin Klein Cosmetics, The Grammy Awards, American Idol and Nike, as well as music artists Prince, Linkin Park and Travis Barker. In 2010, she launched her own agency, Arts of Facts Public Relations, and quickly became one of the top agencies in Atlanta.

Naturally, Teele's zeal for building brands would lead her to create the premier hair sampling box that's developed a cult following of savvy women. The brand has amassed over 300k Instagram followers and created the popular web series, **curlBOX TV**, that gives viewers a behind-the-scenes look at their favorite hair care brands. Teele also led the charge in 2014 for a massive St. Jude Children's Hospital fundraiser in cities all over the nation. The 5k walk has become an annual **curlBOX** tradition, which brings together hundreds of multi-cultural women. To date, the brand has raised over \$40,000.

Teele's influence remains ever-strong in her personal brand and website, **MyTaughtYou.com**, with over 80k Instagram followers and a thriving podcast series, which garners millions of downloads. Teele has fashioned herself the millennial girl's big sister, dishing out spot-on entrepreneurial advice, as evidenced by the success of her two journals *Learn More to Earn More* and *This Is My Year*. She's been featured in *ESSENCE Magazine's* 2016 Power Issue and **#BlackGirlMagic** digital interview series, and was a featured speaker at Starbucks' 100,000 Opportunities Initiative.

Teele has, almost effortlessly, delivered the blueprint for marketing both your talent and persona. Her scores of young female supporters stay hungry for her insightful anecdotes and tips, and absolutely won't be going anywhere any time soon.