



MIGUEL LLOYD

CEO
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For booking inquiries visit
<https://lloydmediagroup.net/aboutlmg/>

BIO

Miguel has a distinctive media career that started as a college student in 1995. While studying the art of communications, he served as a radio broadcaster in sports, jazz, and news coverage. He professionally served his alma mater, Norfolk State University as a sports announcer, talk show host, and producer.

In 1998 he entered the world of corporate media as a business development executive for Norfolk Trust. he also worked for Clear Channel (now iHeart Media) and Albritton Communications in the same capacity.

In 2006 seeking new challenges, he moved over to the ad agency business as he was offered a position in business development with Affiliated Media Group. In this role, he managed many multi-million dollar international non-profits and ministry accounts in the areas of marketing, media planning, and buying. He performed that same role with Legacy Group Global until 2008.

In 2009, Miguel created his own marketing and media agency, P2P Media Consultants. P2P Media Consultants afforded him the ability to continue to serve his clients in the many ways that he has seen a need during his career. In 2015, Miguel changed the name of his agency to Lloyd Media Group.

At Lloyd Media Group, Miguel and his associates assist their clients in the areas of marketing program development, media planning & buying, audio & video production, and traditional & digital marketing. Miguel has also used this company as a platform to launch other ventures in broadcasting and media distribution.

Miguel is the executive producer and host of Life Full Circle Radio. Miguel along with his team, produce a comprehensive lifestyle podcast that grabs stories from the headlines and expounds on the subject through their personal life experiences and the informed opinions of subject matter experts nationwide.

His entire career has been centered on creativity, expression, and most importantly results for his clients. Miguel is a tireless researcher and an avid media practitioner. He believes to understand the ways to effectively use the market's mediums, you have to understand them. That fervor for the industry has translated into success for his clients as well as assisted him in creating above industry standard programs that will translate to ratings for any production companies who chose to work with him.

Miguel volunteers with two Metro Atlanta organizations. He is the Vice President of Marketing and Communications for the **Atlanta Black Chambers**, which is an organization that focuses on the growth and sustainability of African American-owned businesses and enterprises. He is also a board member of the **100 Black Men of Atlanta**, which focuses on Atlanta's underprivileged youth. He also prides himself in the work he's performed for countless non-profits focusing on faith development, homelessness, mentorship, and youth advocacy.

Miguel is married to his wife Tracey Lloyd and has 3 daughters, Sara'n, Michelle, and Laila.

AWARDS AND AFFILIATIONS(PAST AND PRESENT)

2017 PRESIDENTS VOLUNTEER SERVICE AWARD
KAPPA ALPHA PSI FRATERNITY, INC
100 BLACK MEN JACKSONVILLE
100 BLACK MEN OF ATLANTA (BOARD MEMBER)
ATLANTA BLACK CHAMBERS
AMERICAN MARKETING ASSOCIATION

EDUCATION

BACHELOR OF ARTS, MAJOR IN COMMUNICATIONS
NORFOLK STATE UNIVERSITY



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