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Shavone Charles: “Create, Disrupt, Repeat”

For nearly a decade, Shavone Charles has focused her career around her love for music, technology and media. She has been a prominent leader in the entertainment industry, actively shaping the conversation around youth culture, community and diversity across global social media platforms.

Shavone currently holds the position of Head of Communications & Creative Partnerships at VSCO, and is also credited for her work in public relations at Instagram, Facebook and Twitter, as well as her contributions as a Forbes board member and advisor. Throughout her career, she has remained dedicated to expanding cultural representation in mainstream media through creative partnerships with influential figures and spearheading diversity initiatives across mainstream media. She has founded two creative groups over the past year: Magic in her Melanin and Future of Creatives. These platforms aim to elevate the stories of underrepresented individuals and communities.

In 2019, Shavone was recognized on the Forbes 30 Under 30 list for marketing and advertising, following her work on Instagram’s first Black History Month campaign in 2018. It included the #CelebrateBlackCreatives and #BlackGirlMagic collaboration with Spotify, which reached over 19 million people. Continuing her creative streak, she has released two singles, 4C and SHERYL SWOOPES on all streaming platforms. Along with being trained in classical music, Shavone attended University of California, Merced where she majored in English literature and minored in writing and sociology.