



# VIOLETTA TALLEY

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VIOLETOOUTDOORS



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## SUMMARY

I've had a passion for fishing since I was 3 years old and it has only grown exponentially over time. I am a dedicated, independent, and hard working angler and outdoor enthusiast. I continuously strive to learn and develop my skills in the sport of bass fishing and I hope to take my passion to the highest level possible. As a former marketing professional in Corporate America, I have developed the advanced skills to market a brand or product effectively on several platforms, specializing mostly in social media. I am also a professional photographer, graphic designer, structural designer and owner/operator of a successful business that caters to several markets, including the fishing industry. I bring value as both an bass tournament angler and business professional.

## PERSONAL

**Date of Birth:** March 22, 1980

**Hobbies:** Fishing, hunting, photography, graphic/video/sound design

**Clubs/Memberships:** Bass Anglers Sportsman Society (B.A.S.S.), Mutiny Bass Anglers, Anglers Choice, Blarney Bassmasters

## AFFILIATIONS

**Big City Fishing Gear (2024 - Present):** Prostaff

**Craigers Breeding (2022 - Present):** Prostaff

**Daiwa Corp (2020 - Present):** Prostaff

**Enduro Power Lithium: (2022 - Present):** Prostaff

**Espana Silk International (2019 - Present):** Sponsor

**Grandt Rods (2020 - Present):** Prostaff

**Lake County Watersports (2019 - Present):** Prostaff

**Livescanner (2025 - Present):** Prostaff

**Missile Baits (2022 - Present):** Prostaff

**MGM Cull Tags (2023 - Present):** Prostaff

**Musky Tales (2020 - Present):** Prostaff

**Navico/Lowrance (2019 - Present):** Prostaff

**PH Custom Lures (2022 - Present):** Prostaff



## WORK HISTORY

**January 2006 to Present:** Owner/Photographer/Designer of Fire & Earth | Owner/Designer of VR Custom Fishing

**September 2006 - August 2017:** Manager of Marketing Programs at Merlin Corporation

**February 2001 - September 2006:** Marketing Communications Specialist, Belcom LLC



# EDUCATION

Columbia College Chicago (1998 - 2002): Associate of Arts (AA) in Interactive Multimedia Marketing and Design

## SPEAKING EVENTS/SEMINARS

Chicago Fishing, Travel & Outdoor Expo - Illinois  
Indianapolis Boat, Sport and Travel Show - Indiana  
Milwaukee Journal Sentinel Sports Show - Wisconsin  
Northern Illinois Sports Show - Illinois  
Fish & Hook Sports Show - Illinois  
Various Fishing Clubs - Illinois/Wisconsin  
Various High School Bass Clubs - Illinois/Wisconsin

## MEDIA EXPOSURE

Chauncey's Great Outdoors - ESPN 1000  
Chicago Sun-Times  
Midwest Outdoors Magazine  
Midwest Outdoors TV  
Local newspaper/magazine articles  
Social Media and Several Podcasts

I have always believed in social media as a powerful marketing tool and have been gradually increasing my skills and consistency on several platforms to help become an influencer and professional representative in the fishing community. I have been providing content on Facebook, Instagram, YouTube and TikTok for both me and my sponsors to help grow my brand as well as theirs.

