

VIOLETTA TALLEY

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SUMMARY

I've had a passion for fishing since I was 3 years old and my passion 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 up-and-coming angler and business professional.

PERSONAL

Date of Birth: March 22, 1980

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

Clubs/Memberships: Fishing League Worldwide (FLW), Midwest Castaways Bass Club, Mutiny Bass Anglers, National Bass Trail

AFFILIATIONS

Alumacraft (2019 - Present): Prostaff

Craigers Breeding (2022 - Present): Prostaff

Daiwa Corp (2020 - Present): Prostaff / Marketing product development and innovation / Vendor

Espana Silk International (2019 - Present): Sponsor

Grandt Rods (2020 - Present): Prostaff

JL Marine Systems/Power-Pole (2021 - Present): Prostaff

Lake County Watersports (2019 - Present): Prostaff

Mercury Marine (2021 - Present): Prostaff

Missile Baits (2022 - 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 Graphic and Multimedia Design

ANGLING HISTORY - 2021

Mutiny Bass Anglers:

- 5/5/21 - Lake Geneva - 17th place
- 5/16/21 - Fox Chain O'Lakes - 31st Place
- 5/23/21 - Lake Geneva - 9th place
- 6/13/21 - Fox Chain O'Lakes - 31st Place
- 6/20/21 - Lake Geneva - 22nd place
- 6/27/21 - Fox Chain O'Lakes - 9th Place
- 7/11/21 - Fox Chain O'Lakes - 14th Place
- 7/17/21 - Lake Geneva - 12th place
- 7/25/21 - Fox Chain O'Lakes - 29th Place
- 8/1/21 - Lake Geneva - 13th place
- 8/15/21 - Fox Chain O'Lakes - 24th Place

End of Year Championship: 15th Place Overall

National Bass Trail:

- 5/1/21 - Lake Geneva - 8th Place
- 5/29/21 - Lake Geneva - 2nd Place

Fox River Bassin:

- 4/25/21 - Fox River - 3rd Place
- 7/18/21 - Fox River - 4th Place
- 8/8/21 - Fox River - 4th Place

End of Year Championship: 1st Place Overall

Ben Watts Marina Anglers:

(Once per week, every Wednesday)

Weekly standings not available at this time

End of Year Championship: 3rd Place Overall



MEDIA EXPOSURE

In December of 2017, the Chicago Sun-Times had a full front page article in the Outdoors section written about me and my influence in the fishing community as an angler and YouTuber. In February of 2020, the Chicago Sun-Times came back to do another article about my influence in the fishing community as both a bass tournament angler and business woman providing services and products to the fishing community. I have also had several articles written about me in Midwest Outdoors Magazine. I participate as a speaker for seminars at midwest fishing events and have participated in several trade shows because I love to interact with the fishing community and help represent my sponsors.

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.

