



INTERACTIVE ELECTRONIC PRESS KIT



TABLE OF CONTENTS

- 3 BIOGRAPHY
- 4 THE SHOW
- 6 RED CARPET
- 7 CONNECT

Meet Sasha Nycole

ON-AIR PERSONALITY | CONTENT CREATOR | JOURNALIST

Sasha Nycole is a multi-talented Entertainment Personality and Content Creator on a mission to connect and inspire some of the world's greatest influencers and tastemakers of today. Currently, at the age of 26, this promising media maven has had experience working on-camera and behind-the-scenes for top media outlets such as MTV2, BET, Power 105.1 FM, MTV and more. Today, through speaking, hosting events, and her personal platform, SashaNycole.com, Sasha is determined more than ever to live each day to her fullest potential.

Having faced her own set of downfalls and setbacks during the early stages of her career, Sasha always vowed to never give up on herself or her dreams. With the loving support of her mother, who instilled her with strength, an undeniable work ethic, and determination, she knew that not only could she accomplish anything that she set her mind to, but that she could also encourage others to do the same.

FOX

POWER
105.1



HYPE

SASHA
NYCOLE





Taking her love for music and discovering new talent, on November of 2014, Sasha launched her own web-based talk show called “The Sasha Nycole Show.” There, Sasha used her writing and production experience working on set for *Charlamagne and Friends* on MTV2, to host a platform that would create new opportunities for rising artists and millennials. Now into its fifth season, the show has generated over 100,000 accumulated channel views and has featured top acts such as **Katt Rockell**, **GoodGirl**, R&B soulstress **Esnavi**, Pop artist **Alus**, the cast of the “Tough Love” web series and much more.



Season 1



Season 2



Season 3



Season 4

OVER
100K!
CHANNEL VIEWS

RED CARPET INTERVIEWS



Shots Fired Private Screening

Sasha covers the official red carpet screening of Fox's new 10-hour series 'Shots Fired' starring Sanaa Lathan, Stephan James, Jill Hennessy and more.

MTV Screening- AYT0?

MTV introduces a brand new cast of their hit reality show, AYT0? Media correspondent Sasha Nycole interviews the cast and gets the latest on the new season.



Remy Producers Series

Sasha Nycole covers the finale of season two of the Remy Producers Series tour an incredible contest series breaking new music industry hopefuls in the production space.



Uber Summer Series (2016)

Uber launches part 2 of their three-part summer concert series at the Hotel Indigo's beautiful rooftop bar. Host Sasha Nycole catches up with fashion icon Claire Sulmers and more.



CONNECT WITH SASHA

