



Eddie Egesi

BRANDING EXPERT & SPEAKER
Founder of Apricot Branding

Short Bio

Eddie Egesi is a branding expert, speaker and founder of Apricot Branding which is a strategic branding and design firm based in the DC Metropolitan area. He believes that branding is a team sport and his personal success is measured by how successful his clients are through his collaborative effort.

At Apricot, Eddie provides small to mid-sized business owners with the brand marketing expertise, creative direction and strategic insight that allows them to connect with their audience, elevate their brand, and achieve greater results on their marketing efforts. Through his talks, he tries to inspire business owners to gain a fresh new perspective and think more broadly about their brands.

Presentations

- Building an Emotional Brand That People Love
- Aligning Your Branding With Your Marketing
- Understanding How Customers Think
- 5 Branding Mistakes to Avoid
- Achieving Brand Clarity
- Elevate Your Brand

Previous Appearances

- The 5 Key Elements of A Successful Brand
Nov 2022, Virtual Event
- The Interactive Business Marketing Seminar
Feb 2023, Mount Rainier, MD
- Aligning Your Branding with Your Marketing
April 2023, Virtual Webinar

Speaking Topics

- Emotional Branding
- Brand Purpose
- Brand Storytelling
- Visual Branding
- Website Conversion
- Brand Clarity

Get in Touch

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**INVITE
EDDIE!**