

Ashia Simpson

President of Zaya Marketing

By Writer Shar-Lee Davis



Ashia Simpson

There are many struggles to being a small business owner, but Ashia Simpson has managed to out-manuever these difficulties and rise to success. She tells DyNAMC about her journey.

For a woman whose business model echoes her mantra, "Vision is the art of seeing what is invisible to others." Ashia Simpson believes that the secret to success is investing time, effort and finances into your dreams. She tells DyNAMC that though one's personal dreams and visions may not look or sound great to others, as long as you can see it, believe in yourself and push until you are successful.

Simpson, a native of a small town just on Lake Michigan says growing up there "was exciting." Though very cold in the winter, she fondly remembers the transformation her hometown would go through after Memorial Day. She describes her small tourist town as the place you see something different with the change of each season. Moving to Atlanta, where she now owns and operates a small graphic designing company called Zaya Marketing, Simpson describes the move as one that required some adjustments. She states that there is a different platform for morals and respect in Atlanta that she never experienced in Michigan. At the top of that platform is the warm



southern hospitality, "with people waving and hugging," all the time.

A past student of Lake Michigan College, certified in Dental hygiene, Simpson tells DyNAMC that after working as a dental assistant she realized that was not the career goal for her, and later decided to study Business Management at Strayer University. It was a move that later led to her working with several banks and corporations, gaining experiences that have helped her to build her own business from scratch. Zaya Marketing has collaborated on landmark events with the National Action Network (NAN), the first of which was the 2014

march on Washington. Simpson tells DyNAMC that this opportunity came to her at a time when she had just started her business. She speaks of having always worked as the Marketing Director of her church, Center of Hope Ministries, but had not yet come to the realization that she had the talent and eye for graphics and marketing. It was when the NAN did a rally at her church, in collaboration with Pastor Dallas Wilson, that she got an opportunity as the Marketing Director to work directly with a team to ensure that the Reverend Al Sharpton, who had come to speak on transportation in Clayton County, had everything he needed. This experience led her to realizing that marketing and

graphics were things she was good at. She later made a connection with NAN, who loved the work she had done both as graphic designer and coordinator, and they contacted her for graphic design for the National Rally in Washington. It was just before this that she had launched her business, and a time Simpson remembers as “high-low and bittersweet,” as her father was simultaneously battling cancer. She tells DyNAMC that it was a personal, professional, and emotional challenge for her. While seeing the banners and posters she had made on television, she was sitting in the hospital at the University of Michigan waiting on her father’s test results.

“Vision is the art of seeing what is invisible to others.” Simpson

Having worked in so many different areas of finance, Simpson points out to DyNAMC that she has learned a lot. She saw people come in with wonderful business plans and high hopes, without the right resources. At the end of the day, a bank or corporation turns down their application for a loan and that is where dreams die. What this trained her to do was not to be disappointed when she had finance applications declined. The experiences did not cultivate a sense of self-doubt; they changed her expectations and made her more self-reliant and less dependent on financial institutions. Her experiences also taught her how to keep her own books, thus eliminating the need for an accountant. As a small business owner she finds this to be very usual in both offsetting cost and being elbow deep in all aspects of developing her business.

The changing political landscape brings a lot to be considered, but even while Simpson looks toward the future and what tax cuts and increases might be on the horizon, she is grateful for the 2014-2015 financial years. She describes it as having been a great year for small businesses and women like herself to tap into the resources available. She tells DyNAMC that she “found out from persons in the industry that Atlanta is an awesome place to birth a business, because Atlanta promotes the small businesses.” She hopes this continues into the coming year, and states that she wants to know how tax cuts and hikes will affect the way she does business, even all the way to gas prices and shipping. “That is what I am paying close attention to as each candidate gets up and expresses their concerns.”

“At the end of the day, a bank or corporation turns down their application for a loan and that is where dreams die.” Simpson

On a more personal level she tells DyNAMC that as a mother, her five-year-old daughter is her focus. She wants to know how the changing political atmosphere will affect the education system, and if the incoming government body will still promote the “no child left behind” policy. Questions like, ‘will her child still be able to attend public school and get the education she deserves and will she have to switch her

to a private school?’ are the questions she looks to have answered. She is adamant that she focuses a great deal on this as she wants to create a future where her child will not have to choose

The changing political landscape brings a lot to be considered, but even while Simpson looks toward the future and what tax cuts and increases might be on the horizon, she is grateful for the 2014-2015 financial years. She describes it as having been a great year for small businesses and women like herself to tap into the resources available.

between surviving and an education, or being in debt to get an education. Simpson tells DyNAMC that much of her will and determination comes from her grandfather’s influence in her life. She describes him as an intelligent man who built his own church from the trenches up, and how she fondly remembers him saying that she should never let anyone else tell her she cannot accomplish what

she dreams of. Steadfast perseverance towards her goal is a lesson he instilled in her from an early age. As a single mother who spends time volunteering in her church, Thicket Elementary where her daughter attends, as well as with the Boys and Girls Club of America, she has a passion for education, lifelong learning and passing on what she has learned to the younger generation. Simpson tells DyNAMC, “I love to work with single mothers who are trying to be business owners, because the odds are already stacked against us.” To this avail she urges single mothers that they “have to make time for their dreams,” because if they don’t then no one else will. In doing so she ensures them that they will also be making time for their families. Simpson says to start small and never stop.

As to the coming year, Simpson happily tells DyNAMC that she is “excited.” She intends to add staff and expand her business. She is also looking forward to going back to school, as she believes education is the key to owning and operating an effective and efficient business. This is a legacy she intends to leave for her child. To young entrepreneurs she says, “The sky is the limit, literally. If you have a dream, it is worth pursuing it. It is not an option to just let your dream die.”

UNFOLDING VISION

ZAYA

Marketing

**SPECIALIZING IN
GRAPHIC
WEB
LOGO
DESIGN**

**ZAYA
MARKETING**

'VISION IS THE ART OF SEEING WHAT IS INVISIBLE TO OTHERS'

**ZAYAMARKETING.COM
ZAYAMARKETING@GMAIL.COM
770-743-6849
ATLANTA, GA**

Company Fact Sheet

Zaya Marketing



Who We Are:

Atlanta based company founded in 2014, Zaya Marketing is a certified small business. We provide Marketing services for personal and small business needs, throughout North America.

President Ashia C. Simpson has vast experience in the marketing industry whose areas of strength include graphic, logo and web design.

How We Work:

Zaya Marketing is a business based on commitment, trust, and authenticity. We remain true to our core values; pledging exceptional service through trust, respect, and a natural synergy. Zaya Marketing strives to be authentic in every expression and vision that we are given to unfold.

Our philosophy has been to put our customers first, embracing professionalism and seeking excellence in everything we do, and that is the reason that Zaya Marketing continues to receive repeat business from respected clients in the industry.

What We Do:

- Graphic, Logo, Web Design
- Marketing Packages for start-up businesses
- Administrative and Clerical

Past Achievements Include:

Designed all graphics and logo designs for the 2014 March on Washington by The National Action Network