



# VIOLETTA TALLEY

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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

Alumacraft (2019 - Present): Prostaff

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

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

Lake County Watersports (2019 - Present): Prostaff

Mercury Marine (2021 - Present): Prostaff

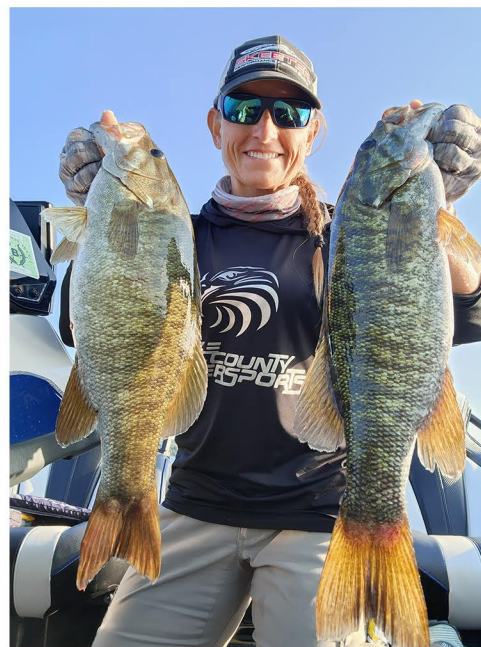
Missile Baits (2022 - Present): Prostaff

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 Graphic and Multimedia Design

## ANGLING HISTORY - 2023/2024

Mutiny Bass Anglers - Fox Chain O'Lakes, IL  
Anglers Choice - Lake Geneva, WI  
Anglers Choice - LaCrosse, WI (Mississippi River)  
Anglers Choice - Lake Guntersville, WI  
Fox River Bassin - Fox River, IL  
Blarney Bassmasters - Fox Chain O'Lakes, IL

## MEDIA EXPOSURE

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

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.

