

# Toya King

[toya@toyaking.com](mailto:toya@toyaking.com)

[ToyaKing.com](http://ToyaKing.com)

## Professional Summary

Strategic content architect and operations leader with a proven track record in regulated environments, technical messaging, and remote service delivery. As founder of multiple digital platforms—including [Wataps.com](http://Wataps.com) and [ExamTrackr.com](http://ExamTrackr.com)—I've built **scalable** solutions that support insurance **compliance** readiness, workforce development, and communication clarity across web, video, and LMS ecosystems. With over a decade of experience designing **learner-centric** content and navigating complex systems, I bring deep expertise in customer experience strategy, instructional design, and platform innovation. My approach is collaborative, **analytics-driven**, and **emotionally intelligent**.

## Experience

**Eminence Inc. – Vicksburg, MS**

***Founder & Director of Operations***

**2015 – Present**

- Established and led all **business operations** for a fully incorporated independent service provider partnered with the Arise Virtual Solutions platform.
- Delivered client support services for major brands including **Disney, Carnival Cruise Lines, and Intuit QuickBooks**.
- Managed all aspects of **corporate administration** including compliance, client onboarding, training, and performance tracking.
- Spearheaded **digital product development**, investing in domain assets
- Built and managed **40+ websites**, integrating AI-powered tools to enhance design, user experience, and content optimization. Produced video content for platforms including **TikTok** and **YouTube**, utilizing AI tools for editing, captioning, and audience targeting to boost engagement.
- Created and managed an Etsy **print-on-demand store**, producing original artwork for apparel and home goods.
- Authored and self-published **13 children's books**, available on Amazon, demonstrating creative writing, project management, and self-publishing acumen.

- Executed branding, marketing, **e-commerce**, and customer service functions, scaling all initiatives independently.
- Developing remote training modules for [Wataps.com](http://Wataps.com) focused on tone recovery and voice clarity, supporting users in remote-first environments.
- Building [ExamTrackr.com](http://ExamTrackr.com) to support insurance compliance readiness with learner analytics and customizable performance tracking for evolving licensure pathways.

### **Disaster Recovery Specialist (Customer Service Center)**

Small Business Administration | September 2020 – April 2025

- Guided applicants through **complex federal disaster relief programs**, offering empathetic and accurate support during high-stress situations. Educated individuals and business owners on **SBA disaster loan eligibility**, documentation requirements, and compliance standards.
- Collaborated with cross-functional teams to streamline communication and improve applicant experience across **multiple support channels**.
- Navigated sensitive customer data and multiple software systems to efficiently resolve inquiries, escalate issues, and ensure **application completion**.
- Delivered tailored guidance to diverse populations, demonstrating cultural competence, adaptability, and a commitment to **public service excellence**.

### **Secondary Special Education Teacher**

Vicksburg High School | August 2006 – May 2017

- Designed and implemented **specialized instructional strategies** to support diverse learners.
- Developed **engaging lesson plans** focused on improving comprehension and critical thinking.
- Integrated **digital learning tools** such as Smart Board technology to enhance classroom engagement.

### **Founder & Creative Director**

Simones Inc. | July 2002 – June 2006

Launched a dual-model business specializing in **custom pageant wear design** and **liquidation brokerage**. Built and promoted a boutique brand that gained national

recognition, while simultaneously managing wholesale distribution of excess inventory from major U.S. retailers.

- Designed and produced **bespoke girls' pageant wear**, leading styling, sourcing, and seasonal concept development
- Secured brand exposure in national media, including a feature in *Pageantry* magazine
- Acted as a **liquidation broker**, sourcing and selling overstock merchandise from department stores to resale outlets and private buyers
- Oversaw full-cycle operations including purchasing, pricing strategy, fulfillment, and customer retention.

### **Dual Rate Pit Boss / Floor Supervisor / Craps Dealer**

Isle of Capri Casino – Vicksburg, MS | August 1993 – May 2002

Opened the Isle of Capri Casino as part of the **launch team**, beginning as a **Craps Dealer** and earning successive promotions to **Floor Supervisor** and then **Dual Rate Pit Boss**. Directed table games operations across multiple shifts, ensuring **regulatory compliance**, team coordination, and **exceptional guest service** in a high-stakes environment.

- Supervised and **mentored frontline staff**, promoting accountability, engagement, and performance
- Managed **casino floor operations**, balancing **risk mitigation** with guest experience strategies
- Enforced **state gaming regulations** and internal controls to maintain **audit-readiness**
- Collaborated with **security, surveillance**, and **cage operations** to uphold procedural integrity
- Recognized for **leadership under pressure** and a commitment to **fair play**

### **Key Skills**

- **Persuasive Communication** – Ability to engage with clients, explain policy details, and promote insurance solutions.
- **Customer Service & Advocacy** – Experience in addressing inquiries, resolving concerns, and ensuring a seamless client experience.
- **Active Listening & Rapport Building** – Skilled at establishing trust, understanding customer needs, and guiding conversations effectively.

- **Multi-Tasking & Time Management** – Proven ability to handle multiple applications and manage priorities efficiently.
- **Technical Proficiency** – Comfortable navigating CRM systems and data entry tools.
- **Remote Work Experience** – Ability to work independently, maintain productivity, and adhere to compliance standards in a home-based environment.
- **Goal-Oriented Mindset** – Demonstrated ability to meet performance targets and contribute to revenue or service objectives.
- **Call Center & Sales Operations** – Familiarity with inbound/outbound calls and maintaining professionalism.
- **Problem-Solving & Adaptability** – Strong ability to navigate customer concerns and adjust to evolving industry requirements.

## **Teaching Credentials & Endorsements**

**Mississippi Educator License** (K–12 Special Education) · Educator ID: 193593

Endorsements:

- Mild/Moderate Disabilities (221)
  - Business Education (105)
  - Economics (193)
  - Marketing (318)
  - Social Studies (192)
  - Sped Fundamental Subject (910)
- 10+ years of classroom experience, including SmartBoard integration, differentiated instruction, and data-informed learning outcomes.

## **Education & Licensure**

**MBA**, Amberton University – Garland, TX

**BS in Business Administration**, University of Southern Mississippi – Hattiesburg, MS

**Licensed Life & Health Insurance Producer** – State of Mississippi · LN: 11123322

**Google Analytics Certified**

## Samples of Work

### 1. [Helicopted.com](https://Helicopted.com)

AdSense-approved digital platform focused on clarity, tone recovery, and professional voice presence. This site demonstrates instructional architecture built for user engagement and monetization.

**Status:** Live & Monetized

### 2. [HistoricBlackWallStreet.com](https://HistoricBlackWallStreet.com)

An educational and commemorative site dedicated to preserving the legacy of Black Wall Street. Showcases culturally grounded storytelling, community enrichment, and historical content strategy.

**Status:** Live | Audience Impact & Cultural Relevance

### 3. [DollVoodoo.com](https://DollVoodoo.com)

A bold narrative concept exploring identity, symbolism, and storytelling through rich visuals and stylized branding. Highlights creativity, niche engagement, and viral potential.

**Status:** Live | Experimental Branded Storytelling

### 4. [Articru.com](https://Articru.com)

Central hub linking to over 40 websites built and curated by Toya. Offers a panoramic view of platform development, content diversity, and cross-industry experience.

**Status:** Live | Portfolio Gateway

### 5. [ToyaKing.com](https://ToyaKing.com)

Personal portfolio site housing published work, digital platforms, and instructional content. Reflects personal branding and strategic curation for hiring managers and collaborators.

**Status:** Live | Portfolio Access

### 6. Self-Published Book Series

Includes [Fairyville Adventures](#), [Magic Act](#), and [Frankenstein Kids](#). Thirteen titles, all **Lexile-certified**, demonstrating educational alignment and emotional resonance for young readers.

**Status:** Published on Amazon | Literacy-Focused Storytelling

## 7. TikTok & YouTube Video Series

Daily producer of short-form video content across **TikTok** and **YouTube**, including a Bible verse series focused on the Book of Genesis. Each video blends historical accuracy, spiritual insight, and visual storytelling to engage viewers across platforms. Additional channels include **MotiveForMoney** and **BVC Domains**, which support financial literacy, branding strategy, and domain education.

**Status:** Active | Cross-Platform Engagement & Educational Storytelling

**Links:**

- [TikTok: @WeStoryBoard](#)
- [YouTube: MotiveForMoney](#)
- [YouTube: BVC Domains](#)