

Charly McCracken aka The Motivational Pearl



Charly McCracken, widely recognized as Charly "The Motivational Pearl," is a multifaceted professional and community leader. She excels in numerous areas, including authorship, motivational speaking, training, and business development coaching. With over a decade in technology and project management, Charly leverages her expertise to create growth-driving solutions for small businesses.

Charly's professional credentials include a Web Development Internet Business Applications certification from Clayton State University in 2013 and a Graphic Design certification from the Art Institute of Atlanta in 2011. As a certified Project Management Professional (PMP) from the International Institute of Learning, Charly has an exceptional ability to manage and deliver projects on time and within budget.

Her corporate journey includes positions at PepsiCo (2014-2019) as a Customer Management Marketing Assistant and Assurant (1999-2012) as a Senior Marketing Analyst. These roles allowed Charly to hone her skills in managing complex marketing projects, conducting competitive analysis, and creating innovative solutions.

Expert in web development and proficient in HTML, CSS, JavaScript, Python, Adobe Creative Suite, WordPress, and SEO, Charly designs compelling, user-friendly, and search-optimized websites. As an AI enthusiast, she is deepening her understanding of Prompt Engineering to provide her clients with advanced marketing strategies, thereby increasing customer reach and business success.

Charly's dedication to effective communication and leadership development is reflected in her long-standing involvement with Toastmasters International since 1999. She held several important positions and earned the prestigious Distinguished Toastmaster Award in 2010.

An advocate for economic self-sufficiency, Charly earned a Small Business Development Certification from Operation Hope, a non-profit organization, in 2023. She applies this knowledge to help her clients achieve economic empowerment and business growth.

Moreover, Charly is an influential speaker, trainer, and author. She runs Ultimate Business Solutions, providing business development, branding, and internet marketing services. Her impactful presentations and workshops foster growth for small and mid-sized businesses.

Charly's commitment to community service is profound. After receiving significant leadership training from the Clayton County Grassroots Leadership Institute in 2009, she served on the Clayton County Chamber of Commerce Advisory Board in 2011. Her exceptional leadership led to her receiving the Leader of the Class award twice, in 2011 and 2012.

In 2010, Charly formed a 501(c)(3) organization called the Decorum Group, a youth development program that provided etiquette, social skills, emotional intelligence, and personal finance training for students of the Clayton County School District. This initiative ran successfully from 2010 to 2013.

Recently, Charly formed the Neighborhood Empowerment and Wealth Collective, an initiative aimed at creating homeownership pathways and offering personal finance coaching for middle and low-income families burdened by the affordable housing crisis.

Through her self-published book, "The Woman of Wow! Taking Your Place Among the Queens," and innovative workshop programs, Charly continually inspires individuals to bridge the gap between their present circumstances and their envisioned success.

In summary, Charly McCracken, "The Motivational Pearl," stands as a beacon of leadership, innovation, and growth. Her work has a profound impact, fostering success in businesses, individuals, and communities alike.