



PINK DIAMOND MANAGEMENT

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## *Pink Diamonds are Forever*

Reminiscent of pink diamonds, Pink Diamond Management (PDM) is a unique, strong, and brilliant company where artists can develop and sustain star power. CEO & Founder, Daniella Cobb has combined her experience and exceptional performance over the years to create Pink Diamond Management, which today stands apart as one of the most productive and effective agencies of its kind. She has extensive experience in marketing and promoting artistic talent, and has mastered the art of creating effective development strategies. Daniella Cobb did not start within the industry by way of an internship nor by a referral from a "friend". She had a corporate job where she managed the benefit department for a multi-million dollar revenue generating retail store. While working at her 9 to 5, she also freelanced with a popular urban magazine within their events department. In freelancing, Daniella realized how much power you can have by just standing at the right side of the rope of a dope party. After leaving the corporate world, she decided that she could run her own company just as well as the CEO of Barneys New York. She used the contacts that she gained while freelancing to strike out on her own. Thus Pink Diamond Management was born. One of Pink Diamonds first clients is Ms. Melyssa Ford. Daniella was able to score the founder of the Video Vixen game and now co-host of BET Style in 2003. The success of Melyssa, afforded Daniella the opportunity to acquire elite clientele. Her roster, currently comprised of Llewellyn Jenkins celebrity wardrobe stylist, Tyash Ampaud fashion stylist, Tamara Delbridge celebrity makeup artist and editorial queen, Traci Washington hair stylist to the stars, Gbassa, actress, model and film maker and F-Mos rapper, continues to cultivate and flourish. Growing up in a household where her mother danced with the likes of Martha Graham and her grandmother, a native Puerto Rican, had a niche for moving into an influential neighborhood and buying property, Daniella learned that being creative is fulfilling but marrying it with a business savvy and intelligence is profitable. Pink Diamond Management has been able to fuse the worlds of fashion, entertainment and music.