

Tasha "TC" Cooper is an attorney, best-selling author, Internet publisher and President of UpwardAction® – a digital marketing and online training company.

TC is recognized as a leader in social media marketing, online advertising and building influential digital brands. She developed for UpwardAction® the CooperZone™ Virtual Learning Platform, which includes on-demand training academies for Twitter, LinkedIn, Live Streaming and Social Media Marketing. Her online communities on Facebook, Twitter, Instagram, Periscope, and LinkedIn exceeds 40,000 people who tune in for her actionable advice for getting clients and raising money through the Internet.

A teacher at heart, TC has used UpwardAction® to teach thousands of professional service providers, business owners, executives and other leaders how to leverage the power of social media to increase their impact, expand their influence and diversify their income. She has been engaged to provide social media and digital brand building training for organizations and government agencies that include: National Aeronautics and Space Administration (NASA), Wall Street Project Economic Summit, Rutgers University, Levin Institute for Entrepreneurship, Maryland Bar Association, DC Bar Association and numerous individual attorneys, consultants, and small professional firms.

In addition to her best selling books 52 Lessons for Christianpreneurs, 52 Prayers for Christianpreneurs and a S.M.A.R.T. Goal Daily Planner for Business & Life, TC has contributed to numerous publications that include Black Enterprise Magazine, Speaker Magazine, California Bar Journal, Washington Lawyer Magazine and appeared on the cover of New Jersey's InBiz Magazine. She is also a member of the Forbes Coaches Council.

TC began her professional life as a private equity attorney in the international law firm of Fried, Frank, Harris, Shriver & Jacobson, following which she served as deputy general counsel for the luxury watch company Movado Group, and associate general counsel in a department of the federal government.

TC is a graduate of Columbia Law School, where she was a Harlan Fiske Stone Scholar, a Honors College graduate of Hampton University, and a graduate of the Coach U Corporate Coaching Program. TC lives by her personal mantra – Build your moxie, transform your life!