

# NEWSLETTER

JUNE 4, 2025

EDILIA IMPACT

## REPUTATION IS EVERYTHING

I'm Edilia F. Dominique, a woman passionate about helping people grow and protect what matters most: their reputation.

As a Crisis Communication Consultant, I've seen firsthand the pressure that comes with public visibility — whether you're a business owner, artist, influencer, or political figure. I understand how one wrong move, one bad headline, or one viral moment can impact everything you've built.

That's why I chose this field. To be a lifeline when things go wrong — and a voice of strategy when silence or panic could cost everything.



Here's what research shows:

- ✅ 90% of PR agencies offer content creation
- ❌ Only 43% specialize in reputation recovery

This means that most people aren't getting the expert crisis help they need.

I understand why some reputations never recover.

It's not always because of the crisis itself — it's because of how poorly it was handled.

In the digital age, things move fast —  
both positively and negatively.

One viral story can destroy trust in minutes.

That's why I help clients:

Navigate scandals and online backlash

Recover your image and public trust

Build stronger foundations moving forward

I believe this :

***No matter the crisis, there is always  
a path to restoration — and I'm here  
to walk it with you.***



Because your story is not ending yet.

No matter the crisis, there is always a path to restoration  
— and I'm here to walk it with you.

If you're ready to strengthen your brand before, during, or  
after a crisis — I'm only one message away.

*NOTE: SERVICES ARE IN BOTH  
LANGUAGES FRENCH & ENGLISH*