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Valerie K. Fields

Founder

V.K.FIELD'S &
COMPANY PR PROS

Valerie K. Fields

Valerie “VK” Fields has a degree in Journalism and Mass Communication—with a specialty in Public Relations—from the University of North Carolina at Chapel Hill. She also earned a bachelor’s, master’s, and doctoral degree in Theology from New Covenant Bible Institute in North Carolina. Valerie has worked in PR for some of the world’s most well-known organizations including Walt Disney World Resort, McDonald’s Corporation Regional Headquarters, and the Ronald McDonald Children’s Charities of North Carolina.

Professional: Valerie has been an entrepreneur for more than 23 years. She is founder of V.K.FIELD'S & COMPANY PR PROS, an award-winning public relations and content creation agency located in downtown Raleigh, NC. In 2005, the company received the “Pinnacle Business of the Year Award” from the Greater Raleigh Chamber of Commerce. In August 2006, Valerie received two awards from the Triangle Business Journal: “Women in Business” and the “Excellence in Mentoring” Award; in spring 2007, she also received the organization’s ‘40 Under 40’ Leadership Award.

During the fall of 2006, Valerie received the “Young Adult Leadership Award” presented by the Women’s Forum of North Carolina, and the “Lamplighter Award” sponsored by McDonald’s Corporation and Radio One. In 2009, she received the Mentoring Award from the Triangle East Chapter of 100 Black Men. In 2013, Valerie was elected as Vice President of the Women’s Forum of North Carolina – a statewide advocacy organization promoting educational, political, and economic equity for women – and served on the board of the Women’s Forum for six years. In 2016, she was elected to her third term as president of the Women’s Forum. In addition to being a businesswoman, she is also an educator and teaches Public Relations, Crisis Communication, and Strategic Writing (on the graduate level) as a faculty member in the UNC Hussman School of Journalism and Media at UNC-Chapel Hill. In 2018, Valerie received the Michael L. Herman “Excellence in Mentoring” award from the North Carolina Public Relations Society of America.

Community: In 2010, Valerie ventured on her first mission trip to Uganda, in east Africa. She has since returned and completed three trips back to Africa to teach basic business and vocational skills to orphans and young adults. In 2020, her company PR PROS completed its first commercial renovation project by restoring a historic property in the Prince Hall District of downtown Raleigh, North Carolina. The newly renovated site now houses the PR PROS corporate offices. Valerie and her husband Shelton live in Garner, NC.