

# Making *the* Dream Team

BY / JUSTIN WALKER

REGINALD SINGLETARY ONCE DREAMED OF HEADING UP MARKETING FOR THE LOS ANGELES LAKERS. NOW HE'S FOUND REAL HAPPINESS AS A MEMBER OF TEAM EPIPHANY.

**R**eggie Singletary has been interested in marketing and social justice for as long as he can remember. Today, thanks to his time at Baylor University and extracurricular involvements, Singletary's career allows him to intertwine both in his work.

Singletary first learned about Baylor through basketball. He played the sport since he was young, and as both men's and women's programs became nationally recognized, Singletary started considering Baylor for his academic career. He toured other universities as well, but Baylor stood out.



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“When it came down to finally making a decision, I believed Baylor was the best opportunity academically,” he said. “The campus felt new and different, and the scholarship prospects were great. It all merged together for the best opportunity for me.”

Singletary continued with his interest in social justice while attending Baylor. He joined several organizations aligned with his values, including Baylor’s NAACP chapter and the Big 12 Conference on Black Student Government. These groups allowed Singletary to travel across the U.S., where he became aware of more opportunities to serve others.

When it came to academics, Singletary set his sights on law school. He decided an Economics major with a Pre-Law emphasis was a good path for him, but he couldn’t shake his interest of the marketing world.

“I used to follow this guy on Instagram, Dennis Todisco,” he said. “He flew around everywhere, he wore a bunch of cool shoes and he did a lot of cool stuff. And he had marketing in his social media bio. I was like, ‘I want to do whatever that is.’”

After a challenging microeconomics course, Singletary switched majors from Economics to Marketing. There, he discovered even more of the creative side of marketing in Tyrha Lindsey-Warren’s Advertising Procedures and

Digital Marketing courses. Singletary worked with two industry clients—Nepperhan Community Center in Yonkers, New York, and Black & Bossie in Cincinnati, Ohio—to produce full-fledged advertising plans for both.

“I occupied the social media aspect for Nepperhan and was the brand planner for Black & Bossie,” Singletary said. “I learned what the work should actually look like when working with real clients.”

The courses helped Singletary grow as a speaker, too. Lindsey-Warren required students to read about the industry and discuss it in class. Singletary was initially nervous about speaking in front of his peers, but gained confidence from the course.

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After graduating in May 2018, Singletary held a one-year appointment as a special assistant at Baylor’s Office of the Provost. The following summer, after a long search, Singletary landed a job with Richards Group in Dallas, the largest independent agency in the U.S. at the time. Then, in November 2020, he moved to EP+Co as a brand planner, working with clients such as Morgan Stanley, Men’s Wearhouse and Cinnamon Toast Crunch.

Through his work, Singletary became aware of Team Epiphany, known as the original agency to work with influencers. Because of the COVID-19 pandemic, Singletary began working remotely. In September 2021, he decided to move to Brooklyn, New York, not far from Team Epiphany’s location in Manhattan. A few months later, he saw a job opening with them and decided to apply. In February 2022, he started working as a creative strategist for the agency.

In his new role, Singletary works primarily with multicultural entities, including a newly-announced 20-year partnership between Jordan Brand and Howard University, which will see Jordan supporting Howard in athletics and

academics. He enjoys getting to integrate social justice involvement into his work.

“I love thinking about context and that drives everything I do,” he said.

Singletary is happy to see where his career has led him. As a kid, he wanted to be the CMO of the Los Angeles Lakers, Nike, or even Google. But Team Epiphany is the epitome of the company he has always wanted to work for.

“I don’t have any dream companies anymore,” he said. “Since I left Baylor, my focus has been on the kind of work that makes me happy, that I enjoy and that I am proud of. Right now, the work I am doing is the happiest I have ever been.”

[bbr.baylor.edu/reginald-singletary](http://bbr.baylor.edu/reginald-singletary)