



Dr. LaWanda D. Jobe
Owner/Chief Operating Officer
Big Mamma's House Books®
(877) 442-4462-Business
(317) 418-5988- Cell
BigMammasHouseBooks@gmail.com
<https://www.BigMammasHouseBooks.com>

Professional Summary

Children's book publisher and SBA-recognized small business owner. Holds active WOSB and EDWOSB certifications through the U.S. Small Business Administration, positioning the company for both federal set aside contracts and corporate supplier diversity initiatives. Hands-on female/minority business owner with full operational control of a publishing company with early learning, literacy focus. Directly manages all daily functions: content creation, educational partnerships, author visits, copyright registration, vendor hiring (illustrators, editors, web designers), conference exhibiting, and volunteer coordination. Proven ability to run every aspect of the business from story development to bookstore sales. Proven track record of delivering high-quality educational content with strong community impact.

Certifications

- Woman-Owned Small Business (WOSB)- Certified by the U.S. Small Business Administration. Effective June 9, 2026.
- Economically Disadvantaged- Woman Owned Small Business (EDWOSB)-Certified by the U.S. Small Business Administration. Effective June 9, 2026.

Core Competencies

- Full P&L Daily Operations Control
- Authoring & Story Development
- Parent Education & Child Literacy Research
- Early Learning, K-12 & Community Partnership Building
- Author Visit & Reading Scheduling
- Copyright (Business & Books)- U.S. Library of Congress
- Illustrator/Editor/Web Designer Vetting & Hiring
- Expo & Educational Conference Booth Management
- Volunteer Recruitment & Booth Staffing

Day-to-Day Operational Management (Detailed)

Content Creation & Research

- Write, edit, and produce all children's book stories.



- Conduct ongoing research on parent education needs, early childhood development, and current educational system requirements.
- Analyze children's literature preferences by reviewing school reading lists, library trends, and direct feedback from young readers.

Business Administration & Legal

- Answer incoming phone calls and manage daily email correspondence for the business.
- Secure and maintain copyright for the business name and company logo.
- Register all book copyrights through the U.S. Library of Congress (individual titles and collections).
- Maintain all publishing records, ISBNs, and contractual agreements.

Partnerships & Community Outreach

- Build and maintain collective partnerships with educational systems (school districts), individual schools, and community partners (libraries, non-profits, and early learning centers).
- Negotiate collaboration terms and maintain active communication with school administrators and teachers.
- Created and published books in (English & Spanish) for private, independent 501(c)3 non-profit organization.

Author Visits & School Events

- Schedule, coordinate, and confirm author visits and readings at schools.
- Manage all logistics: travel, timing, book inventory for on-site sales, and reading session content.
- Follow up with schools for feedback and future bookings.

Production & Creative Team Management

- Research, interview, vet, and hire illustrators for each book project.
- Research, vet and hire editors (developmental, copy and line editing).
- Hire and oversee web designers to maintain company website and e-commerce functionality.
- Manage contracts, deadlines, and quality control for all freelance creatives.

Sales, Conferences & Booth Operations

- Identify, apply for, and set up booths at expos and educational conferences.
- Personally run the children's book booth: display setup, customer interaction, sales processing, and inventory management.
- Recruit, train, and schedule volunteers to assist with booth operations during events.
- Manage all cash/credit transactions and post-event reconciliation.



Selected Achievements, Awards & Media Recognition

- Successfully published seven original titles and secured copyrights for all through US Library of Congress.
- Established formal reading partnerships with three school districts and five community partners.
- Scheduled and led nine author visits/readings annually across local schools.
- Managed booth at six annual educational conferences resulting in direct book sales of over 400 units.
- Five Consecutive Complaint-Free Years- Recognized by the Better Business Bureau demonstrating consistent adherence to BBB standards for trust, responsiveness, and business integrity through the fiscal year 2026.
- Metropolitan School District of Lawrence Township Annual Celebrity Reader Night Event- Four- time featured invited guest reader; presented and did author readings of original children's book to auditorium sized audiences of children and families followed by book signings and photo opportunities with attendees for high profile community literacy event. (October- 2022 to Present).
- Featured Author & Alumna Recognition- Indiana University Newsletter that reached over 22,000 plus readers, highlighting *Business Award & Literary Achievements*. (April-2024).
- BBB Torch Award Recipient (2023)- Led Big Mamma's House Books® to receive the 2023 BBB Torch Award for Ethics in Leadership, selected for demonstrated character, trust, and accountability in business operations as a leader.
- Print & Digital Media- *The Indianapolis Recorder*. Featured in the Arts & Culture Section discussing, *the Pathway to Publication* as an author and publisher. (April-2023).
- Television Appearance- WRTV Channel 6 (Local News)- Featured guest interviewed on *Profiled Indy* for Big Mamma's House Books® business and children's books. (October-2022).
- Speaking & Presentation- Invited guest presenter for the Early Childhood Education program course, speaking as an author and publisher on *Children's Books in Schools, Publishing & The Importance of Literacy in Early Learning*. (November-2022).



- Radio Interviews- Power 108.9 Atlanta- Two in person in-person appearances on Tuesdays with Ty Atlanta Radio Master Class, discussing *Women's Empowerment Business, Book Publishing & Importance of Children's Literature*. (May- 2022 & May-2020).
- Badassery Life Podcast- Interviewed by Kelly Young (Baise Communications); *The Celebration of Ordinary Women Doing Extraordinary Things*. (May-2021).
- Center For Leadership Development- *Minority Achiever's Award Achievement in Education Postsecondary*. (April- 2021).
- The Recess Podcast- Joined host Dr. David McGuire to explore, *Real Education Conversations affecting Students in Schools*. (April-2021).
- WTLC Radio 106.7 & Hot 96 - Guest interview with Ebony Chappel addressing, *Why Representation Matters in Children's Reading*. (October- 2020).
- Author & Literacy Recognition- Featured Author & Reader- Big Mamma's House Books® at the Indianapolis Children's Museum (World's largest children's museum). Selected as featured author for the *Celebration of Black Heritage Month*. (February- 2020).

Government & Corporate Identifiers

- UEI (Unique Entity ID): [JB8BQTLH7C86]
- NAICS Code: 511130- Book Publishers (Children's Early Education)
- SIC Code: 2731- Book Publishing
- SBA Certification Status: Active WOSB and EDWOSB- Certified through certify.sba.gov
- Federal Set-Aside Eligibility: Qualified for sole-source and set aside contracts under WOSB/EDWOSB programs.
- Corporate Supplier Diversity: Vendor-ready for Fortune 500 supplier diversity spend and Tier 1 reporting
- Capacity Statement: Available to scale production for government agency orders and corporate volume purchasing.