

WHITLEY YATES



Whitley Yates is an award-winning marketer, entrepreneur, and social impact power player currently serving as the Director of Diversity and Engagement at the Indiana Republican Party, the first person to hold the position. Her public affairs experience began in college at Indiana University, where she served as the president of her residence hall for four years. Following her passion for politics, she successfully managed a campaign to elect the third Black student body president in the university's history. Using this experience as a springboard, she furthered her political skills by managing her first major campaign in Los Angeles, serving as a consultant for mayoral candidate Marc Little.

Returning home to Indiana, Whitley began organizing in her community, focusing on communicating vital messages to the Black community. She hosted a community show titled Yeah, I Said It, which garnered thousands of views, winning the "Best News Podcast" award from PopCon. Yates is a weekly political commentator on stations like Newsmax & Fox.

In her role as the Director of Diversity and Engagement at the Indiana Republican Party, Whitley launched the Indiana Republican Diversity Leadership Series. This seminar-style training program aims to increase diversity and underrepresented voices across Indiana. She has placed emphasis on creating coalitions and building authentic relationships, leading the program to become nationally recognized and successful at all levels of Republican politics in Indiana. Her program is being used as a prototype and national model for political diversity initiatives and engagement for the GOP.

Whitley is the founder and owner of The Niche Agency, a public relations and advertising firm specializing in multicultural marketing and storytelling. Over the past decade, she has helped shape the identity of major brands across the fashion and entertainment industries. Whitley has worked with Motions Hair Care, launched a national campaign in Macy's, and executed the cover of Essence Magazine in 2019, which featured Sean "P. Diddy" Combs.

Whitley's approach is unique, deviating from traditional media and focusing on strategic, creative concepts. Whitley has built a career in creating culture-shifting moments. In February of 2022, her photoshoot – which honors the legacy of Madam C.J. Walker – went viral, garnering millions of views and being amplified by celebrities such as Viola Davis, India Arie, and Megan Good. Prior to joining the Indiana Republican Party, Whitley worked in new development real estate, overseeing multi-million-dollar construction endeavors.

In 2023, Yates was named the Top 40 Professional Under 40 years old, received the 2022 Black Rising Star award from InnoPower & JP Morgan Chase. She was named a 2022 RNC emerging trailblazer and is an inductee to the Young Republican Federation 1856 Society. She is also a 2020 RNC Rising Star and an AEI Leadership Network member. She holds a Bachelor of Arts in liberal studies and a minor in legal studies from Indiana University Bloomington and is currently an Indiana University McKinney School of Law J.D. candidate. Whitley is an alumna of the Indiana Leadership Forum and is active in her community as a board member of the Indianapolis Black Chamber of Commerce, American Marketing Association, as well as a member of the Public Relations Society of America. In her spare time, Whitley enjoys volunteering twice a week to mentor young at-risk girls at a local high school.