

Feleciai Favroth
Oakland, CA

Education

Golden Gate University, San Francisco Certificate in Certified Personal Financial Planning	Spring, 2026
The Wharton School of Business, University of Pennsylvania Philadelphia, PA - MBA, Marketing	August 1993
London School of Business, London England Fall Abroad Program	Fall, 1992
College of Agriculture and Life Science, Cornell University Ithaca, NY - BS, Agriculture Economics	June 1987

Licenses

Property & Casualty, California	2025
Life, Health and Medical Insurance, California & Texas	2024
Esthetician, Cinta Aveda	2014
California Real Estate Broker	2002
Cosmetologist, Vidal Sassoon Hair Academy	1999

Professional Leadership

State Farm, Oakland CA	2025 – Present
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Team Member

Responsible for property, casualty, life and health insurance sales growth, including customer service and identifying potential new clients.

Skincare by Feleciai, Oakland CA	2009 - Present
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President & Founder

Responsible for R&D, contacting suppliers, customer service, sourcing new ingredients plus packaging, market research, billing, manufacturing, and deliveries. Profitable since 2013. Current client base: 8,000. Proprietary development of 112 SKUs including bar soaps, creams, and scrubs.

Next Level Real Estate, Oakland CA	2001 – 2012
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Real Estate Broker & Owner

Responsible for overseeing real estate transactions between buyers and sellers. Duties include drafting contracts for buyers and sellers and negotiating sale prices. Listing homes for sale, e.g. (MLS)

Favroth Enterprise, Inc. 1999 – Present

President & Founder

Maintain a portfolio of residential properties valued over \$8MM. Duties include collecting rent and other property fees from tenants, and paying property expenses, taxes, mortgages, payroll, insurance premiums, and maintenance costs. Meeting potential tenants, showing property, and successfully assessing application worthiness.

Architect & Heroes Hair Salon, San Francisco CA 1999 – 2002

Hair Stylist

Brown Forman Beverages, Hauppauge NY 1997 - 1998

Field Marketing Associate – Korbel Champagne

African Pride Hair Care, New Rochelle NY 1996

Marketing Associate Ginseng Miracle and 911

RJ Reynolds Tobacco, Winston Salem NY 1994 – 1996

Marketing Assistant, Camel & Winston

PepsiCo, Somers NY 1993 – 1994

Marketing Assistant, Food Service

Pepsi Cola Bottling Company, Cranston RI 1989 – 1991

District Sales Manager

Stop & Shop Supermarket, Madison Connecticut 1987 – 1989

Assistant Store Manager

Non-Profit Leadership

Black Women of Political Action, Oakland Berkeley 2025 - Present

Board of Director, Member-At-Large

Black Women Organized for Political Action (BWOPA) exists to activate, motivate, promote, support, and educate African American women about the political process, to encourage involvement, and to affirm our commitment to addressing the challenges that impact the Black community.

Oakland Heritage Alliance **2022 – Present**
Executive Committee
Advocate for the protection, preservation, and revitalization of Oakland’s architectural, historic, cultural, and natural resources. Responsibilities include cashflow management, paying and recording bills, budgeting, and cultivation of additional financial resource streams. Current projects include the restoration of the 16th Street Southern Pacific Railroad Station in West Oakland, CA.

California Preservation Foundation **2023 – Present**
Member of Doors Open California and Education Committees

Handcrafted Soap & Cosmetic Guild **2008 – Present**
President, Vice President, Treasurer, Board of Directors
Non-profit trade association for small businesses handcrafting soaps, cosmetics, and candles. .

Oakland Association of REALTORS
Board of Directors Member **2006 – 2008**
Dedicated to providing members programs and services to strategically enhance their ability to effectively serve buyers and sellers of real estate property.

East Bay Chapter Women’s Council of REALTORS **2003 – 2009**
President, Treasurer
Grew local chapter membership to approximately 100+ via education, mentoring, and outreach.

Extracurricular Activities

Passionate animal advocate, historical preservation of assets relevant to African American History, urban gardening, and studying for the CFP® exam.