

cousin

AAAC Meeting

2026

hey@cousin.link

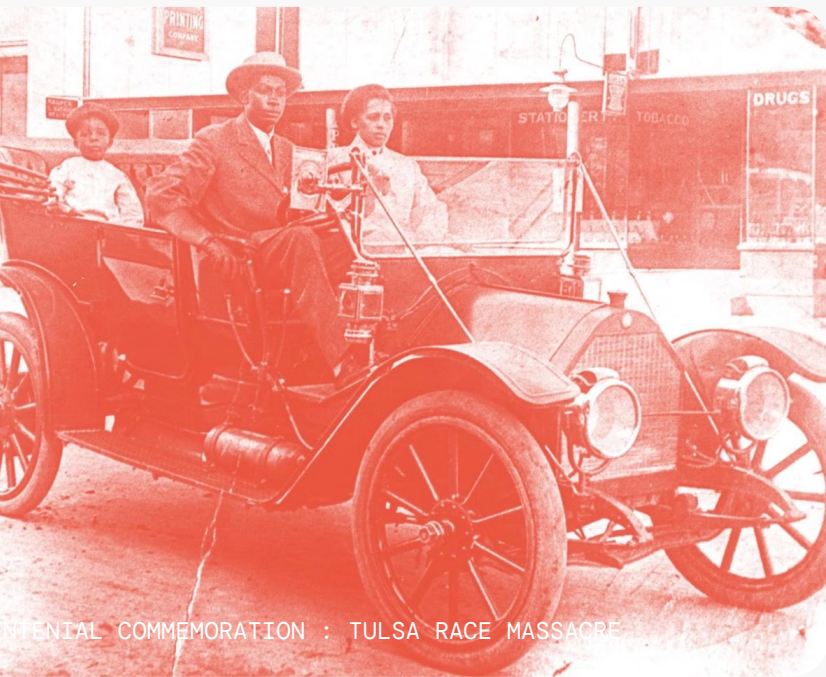
COUSIN *is a cultural strategy and creative agency that turns values into action.*

We help organizations engage the communities they serve by translating complex ideas and purpose into work that connects.

Our Client Experience → *We've spent years behind the scenes, on set, and in conference rooms moving the needle for the world's most recognizable brands.*



Where ideas become lived cultural work. *Grounded in context, shaped by people, and built to resonate.*



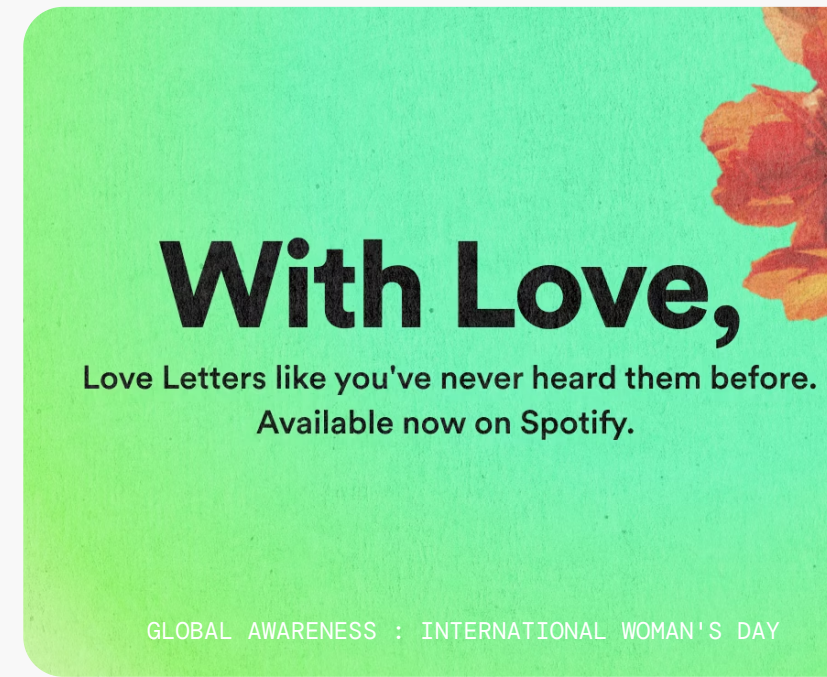
CENTENIAL COMMEMORATION : TULSA RACE MASSACRE



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BLACK GENERATIONAL WEALTH WITH MASSMUTUAL



With Love,
Love Letters like you've never heard them before.
Available now on Spotify.

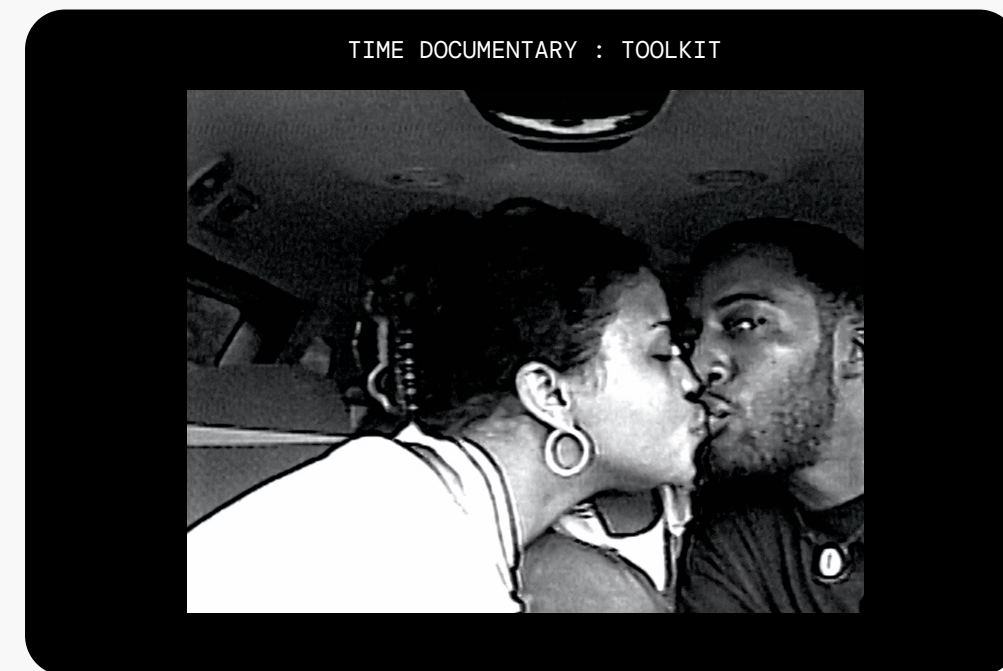
GLOBAL AWARENESS : INTERNATIONAL WOMAN'S DAY



ALLEVIATING HUNGER : HAMPTON ROADS REGION

Sustaining Together
Summit

COUSIN

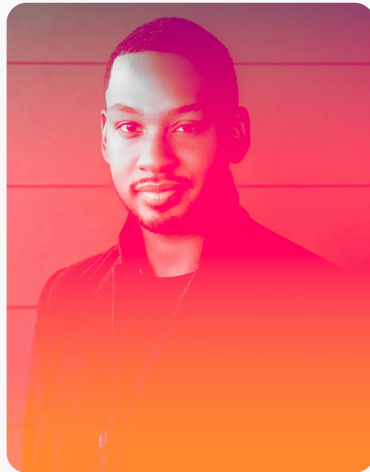


TIME DOCUMENTARY : TOOLKIT



CENTENIAL COMMEMORATION : TULSA RACE MASSACRE

Basically, Family.



Travis R. Young

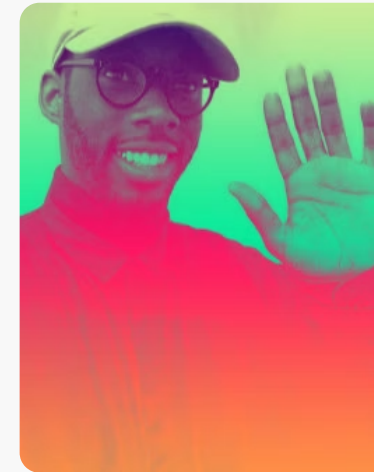
Founder, Chief Executive Officer

Travis has dedicated his career to creating pathways that make purpose-driven work scalable.

He identifies patterns others miss, translating research and cultural insight into strategic frameworks that move organizations from intention to impact.

An Eastern Shore Native

Deep historic roots on Virginia's Eastern Shore, tracing a lineage from the enslaved to sharecroppers since 1870, with indigenous bloodlines from Accawmacke Tribe.



Jelsen Lee Innocent

Chief Creative Officer

Jelsen has worked as the bridge between brand purpose and human connection across brands, initiatives and cultural institutions.

His approach combines strategic vision with executional precision and a deep commitment to collaboration.

An Embodied Point-of-View

Haitian-American roots and a focus on countering historical disenfranchisement.

Married at Oatlands in Leesburg, VA. The site where my wife's ancestors were previously enslaved.

Our Impact Ecosystem → *is comprised of three essential services that solve specific challenges.*

Impact
Strategy

Programs, Campaigns
& Activations

Brand Purpose
& Identity

Brand Purpose & Identity

Core Offerings

- Social Purpose Definition
- Brand & Positioning Strategy
- Identity System Development
- Digital Asset Creation
- Values-Based Storytelling

Purpose isn't just what you say, it's who you are.

→ *We help uncover, articulate, and express your purpose through compelling identity systems that resonate with today's value-driven audiences.*

Our Campaign Brief —→ *is comprised of two essential mandates that define both the work and how it moves.*

01

Centers The Community

Center African American communities, their lived experiences, and history as fully seen and represented during the 250th commemoration



02

Scales The Story

Equip partners with a narrative and visual language they can adopt and carry consistently across their programming.

Thank

You

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