

Lisa Ballenger

Freelance Writer



B L A C K H I B U S I N I N T E K P Y O U T FEBRUARY 27, 2018

A s h l e y G r i f f i n (a k a M u

Ashley Griffin, better known as Multifacetedacg (multifaceted and her initials A-C-G) is a writer, blogger, YouTuber, musician and commentator on Korea's music scene. But that isn't all, she is also the co-founder and creative director of Multifacetedacg Productions LLC (or MACG Productions) a business that is focused on branding, content and events.

MACG Productions was established in Houston, Texas on March 2015. Ashley's motivation to create this brand came from the desperate need for a brand that cultivated the talents of other minorities.

"Many people are interested in being writers and online personalities. My team and I saw a way to maximize on our years in the workforce and tie it with our passions for niche content; and we work continuously to provide coaching, areas of opportunity, and a community for like-minded individuals."



#NationalSelfieDay 2017 #basicbitchpic #selfie #Multifacetedacg

A post shared by Multifacetedacg (@multifacetedacg) on Jun 21, 2017 at 9:57pm PDT

Since their establishment MACG Productions has led and participated in multiple KCON workshops and panels (KCON being a large annual Korean convention and festival), created the Assa! Awards (a fan focused and fan driven award for kpop fans), and has expanded over the years by bringing in talented new team members.

Alongside their accomplishments one of the very notable things about this brand is that their members are not afraid to be outspoken, but it can be incredibly intimidating to speak out about particular problems with the possibility of receiving harsh backlash. When asked if it was difficult to be so outspoken, Ashley had this to say:

"I can say without a doubt that no, it is not easy to speak out about various issues! Some issues are more sensitive than others, both socially and personally. Other issues are on a fine line where we might be allies but the battle isn't ours to fight on the front line. Some of our community members are more comfortable taking the hard questions and conversations head-on, while others need time to write their thoughts out for our publications (MACG Magazine and sister site Seoulwave). Either way we are each other's Olivia Pope! We work with each other to get points across with as minimal harm as possible."

If you watch Ashley's videos or follow her social media you'll notice that she is very pro-black. When immersing yourself in a different culture it can be very easy to put your culture on the backburner, but she continues to stay true to herself.

"I've always been proud of who and what I am. I am pro-black, yes, and pro-minority. Social and professional circles I'm within have a genuine interest and investment in the uplifting of opportunities available for all minorities. What I'm learning, sadly, is that more people feel as if these notions are a declaration of anti-whiteness. I am not against the existence of any race, ethnicity, or gender. I am, however, against institutionalized prejudices and bigoted interactions towards those who are not white. Being pro-black in this day and age means that I have to take extra care with learning about things I've long believed or knew of, being gentle with myself and others through awakening ("woke") moments, and asking a lot of questions."

Starting a business or brand can be incredibly scary, especially when you feel like the world and everything else may be against you and your success. Ashley gave some solid advice to anybody who may be in such a position:

"I hold this advice close to my heart, a lot of trial; error and reading have taught me these truths:

- *Come to win. There are no failures...you're either winning or have made choices and learned lessons that set you up to win.*
- *Surround yourself with people smarter than you. You can't learn anything new if you're the smartest one in the room.*
- *Surround yourself with people who are excited about the moves you make and who hold you accountable. No one thrives with "yes men" around or jealous types.*
- *Be authentic, and finally.*
- *DO WHAT YOU WANT, so long as it's of no harm to yourself or others. If you no longer enjoy what you're doing, stop and do something else. If you've always wanted to try or do x-y-z, go for it. Prioritize your hopes and dreams first and everything else, even the big goal to make the world a better place, will fall into place in due time."*

In 2018 Ashley is planning to re-introduce MACG Productions to the masses as they bring back some of their older brands. Along with this, they will be offering more workshops to the public, something that is usually reserved for their community members. As for personal goals in 2018, *"while living in Korea, I'm a Foreign Reporter for Korea.net. I'll be doing a lot of country-wide traveling to share the unique colors of South Korea beyond the Hallyu Wave for their audience and mine".*

You can find Ashley and learn more about her and MACG Productions on her social media and websites below.

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"I am deeply grateful for the support of MACGoals and the interest of those who are just learning about me. I hope to continue to inspire and encourage you. In an ocean of internet celebrities and everything in between, I'm a small ripple. Thank you for keeping up with me!"

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Ashley's Social Media:

Twitter

Youtube Channel

Instagram

MACG Productions Links:

Website

Twitter

YouTube Channel

~

Written by Lisa Ballenger, freelance writer. All Media used belongs to Ashley Griffin and MACG Productions.



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