



BRITTANY A. MITCHELL

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HONORS & AWARDS

2022 University of Tennessee 40 Under 40
2022 Moderator at RampUp
2022 Black Art Matters YWCA panel
2022 PowertoFly Amplifying Black Excellence Series
2021 Speaker at Pinterest's 4th Annual Global Women's Conference
2021 [Living Corporate Podcast - Black Women's Round Table](#)
2021 Women@ LiveRamp Co-Chair, Events
2021 [Her Success Matters Podcast](#)
2021 [UT Checkerboard Chat](#)
2019 MC – [Own Your Phenomenal Self](#)
2018 Keynote – [MediaPost Data & Programmatic Summit](#)
2018 Speaker – Bloomberg Technology Fully Charged Series
2018 Brand Innovators '40 Under 40'
2017 YouTube Insider
2016 Women@ Facebook Panelist
2015 Chicago Interactive Marketing Association - Native Now Panelist

EDUCATION

MOORE SCHOOL OF BUSINESS

Columbia, SC
International Master of Business Administration

UNIVERSITY OF TENNESSEE

Knoxville, TN
Bachelor of Science: Marketing / International Business / French

PUBLICATIONS

[***Spoken Art: Too Brave to Back Down***](#)

[***Own Your Phenomenal Self: A Guide on Character, Success, and Leadership***](#)

PROFESSIONAL SUMMARY

Brittany Mitchell is an accomplished marketing professional with 13+ years of experience from established non-profits to innovative startups to driving performance for large brands.

In 2018, Brittany was recognized as one of Brand Innovators' '40 Under 40' for her work in digital advertising at State Farm Insurance, a Fortune 50 company, where she managed a \$250 million advertising budget. An accomplished speaker, Brittany was honored to be a Keynote Speaker at the 2018 MediaPost Data & Programmatic Summit in Lake Tahoe.

While living in Bloomington, IL, Brittany served on the Boys & Girls Club of McLean County Board, the City of Bloomington Board, and was a founding member of the Bloomington-Normal Rotaract (young professional Rotary club) while serving on the Bloomington-Normal Sunrise Rotary club.

Brittany is currently based in New York and works as a Commercial Lead at LiveRamp, the leading data connectivity platform delivering identity capabilities for the world's top brands, agencies, and publishers.

Brittany obtained her undergraduate degree from the University of Tennessee, Knoxville in the fields of Marketing, International Business, and French. In 2012, she received her International MBA from the Darla Moore School of Business at the University of South Carolina. Brittany has lived and worked in Paris, France and is fluent in French.

In addition, as the CMO of Rita P. Mitchell, LLC, Brittany recently published the company's second book, *Spoken Art: Too Brave To Back Down* which is a mother-daughter memoir of art, poetry, and affirmations.