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**BAC-10038**

### Contact Information

Contact Name	Brittany Mitchell	Home Address	
Preferred Phone		Home City	
Preferred Email		Home State	CO
Other Phone		Home Zip	
Other Email		County	United States
DOB		Hispanic or Latino origin or Descent?	No
Gender	Female	Race/Ethnicity	African American
Other Gender		Other Ethnicity	
		Salutation	Ms.
		Pronouns	She/Her/Hers

### Application

Status	In Progress	Council Resolution Number
Notes		

### Board Information

Board Name	Denver African American Commission (DAAC)	Original Start Date
		End Date
		Other boards or commissions served

### Work Information

Employer	Work Address
Position	Work City
Business Phone #	Work State
Work Email	Work Zip

### Additional Information

Are you a registered voter?	Objection to appointment?	No
If so, what county?	Special Information	
Denver City Council District No	Registered Lobbyist	No
Conflict of Interest Explanation	Conflict of Interest	No

## Education and General Qualifications

Name of High School		Name of Graduate School	
Location of High School		Location of Graduate School	
# of Years Attended High school		# of Years Attended Graduate School	
Did you Graduate High School	Yes	Did you Graduate	
		Graduate Major	
Name of College			
Location of College			
# of Years Attended College			
Did you Graduate College			
Undergrad Major			

## Reference Details

Reference Name #1	Reference Email #1
Reference Phone #1	Reference Address #1
Reference Name #2	Reference Email #2
Reference Phone #2	Reference Address #2
Reference Name #3	Reference Email #3
Reference Phone #3	Reference Address #3
Agree to a background check	<input checked="" type="checkbox"/>

Owner

Created By

Last Modified By

## Notes & Attachments

### Brittany Mitchell Headshot.jpg

Type	Attachment
Last Modified	Denver Integration
Description	<a href="#">View file</a>

### Brittany Mitchell Resume 4.14.pdf

Type	Attachment
Last Modified	Denver Integration
Description	<a href="#">View file</a>

### Brittany Mitchell - Bio - AAC.pdf

Type	Attachment
Last Modified	Denver Integration
Description	<a href="#">View file</a>

## Applicants History

5/19/2025, 9:44 AM

User	
Action	Changed <b>Status</b> from New to In Progress.

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User	Denver Integration
Action	Created.

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## Vice President of Sales

*Delivering data-driven solutions to amplify consumer engagement and business growth across multiple sectors*

Visionary Marketing Strategist with over 11 years of progressive experience in marketing, sales and operations management. Specialize in data-driven decision-making with strong business and analytical acumen; developed marketing and sales strategies that have increased consumer engagement by up to 85% and drove substantial business growth as evidenced by a 65% ROI and multi-million dollar revenue increments within single fiscal years.

### Signature Strengths:

Business Development • Product Management

Digital Transformation • Leadership and Team Collaboration

Strategic Planning and Execution • Customer and Market Research

Data Analysis and Performance Metrics • E-Commerce Strategy • P&L

Digital Marketing • High Growth Environments Handling • Process Optimization

Revamped marketing department to boost employee productivity by 100% and halve campaign rollout times – **D.R. Horton**

~ Delivered \$450M in gross revenue growth with \$5M in budget managed – **D.R. Horton**

~ Drove \$20M gross revenue growth with \$2-3M in budget managed – **Metro Screenworks**

## VALUE PROPOSITIONS

- Bring a deep understanding of market dynamics coupled with the capability to harness insights to drive competitive advantage and business scalability.
- Track record of spearheading successful sales and digital marketing initiatives and leading business transformations that consistently delivered significant revenue growth for diverse organizations, from startups to Fortune 500 companies.
- Known for a servant leadership style blended with directness and the ability to foster an environment of trust and respect where team members are motivated to achieve collective goals.
- An advocate for employee development, invested in building capabilities that enhance team performance and adaptability to dynamic market conditions; skilled in fostering workplace diversity and inclusion which reduced staff turnover by 90%.
- As a natural leader known for being the "muscle" when tough decisions are needed, direct involvement in negotiations and strategic decision-making has closed multi-million-dollar deals and revitalized underperforming units.

## PROFESSIONAL EXPERIENCE

ENTRAVISION COMMUNICATIONS

2025 – Current

### Vice President of Digital Sales

Dynamic digital sales leader with a proven track record of driving growth through multicultural marketing strategies. Lead a high-performing team of 8 account executives and collaborate closely with support teams to deliver impactful campaigns for small businesses, government entities, non-profits, and Fortune 500 companies. Deep expertise across paid search, social media advertising, audio streaming, OTT, and display. Known for a strategic mindset, sharp research capabilities, and a strong hand in copywriting, editing, and full campaign development. Passionate about helping brands authentically connect with diverse audiences through data-driven, results-focused marketing solutions.

D.R. HORTON

2022 – 2024

### Director of Marketing, Media and Communications

Spearhead marketing, sales and business strategies including integrating market trends and best practices to penetrate new segments and elevate market share and revenue; manage 29 existing and 15 upcoming properties. Enhance operational efficiency by implementing effective policies and procedures to streamline regional marketing operations. Elevate brand visibility and employee engagement by orchestrating community outreach and public relations campaigns.

- Engineered change and operational efficiency improvements including slashing marketing costs by 30% and boosting lead generation by 50%.
- Championed a \$31M business development initiative; boosted fiscal year revenue by 35% through strategic presentations and storytelling which influenced key stakeholders.

- Doubled team productivity and halved campaign rollout times by reorganizing the marketing department to better meet dynamic strategic needs which accelerated responsiveness to market changes and drove business agility.
- Pioneered system upgrades across over ten divisions which streamlined processes and catapulted operational efficiency by 40% while substantially reducing overhead.
- Directed strategic planning sessions that fostered team collaboration and surpassed performance benchmarks by at least 25%, contributing to the launch of revenue-generating campaigns.
- Increased first-quarter sales by 30% and customer engagement by 75% through a strategically integrated sales and marketing campaign across digital, print, and social media, resulting in boosting market share.
- Elevated lead generation by 47% and boosted customer retention by 60% by devising a synchronized digital marketing strategy which fostered robust business growth and client satisfaction.
- Expanded market reach and lead acquisition by executing a content marketing initiative that surged organic traffic by 85% and consistently produced over 430 leads each month.
- Boosted online presence by revamping social media outreach and deploying advanced analytics which doubled follower engagement within a year and enhanced user interaction by 45%.
- Slashed staff turnover by 90% and promoted five key team members by cultivating a high-performance team, leading to enhanced team stability and increased internal career advancement.
- Orchestrated community outreach and public relations campaigns which enhanced brand visibility and employee engagement across multiple states.
- Collaborate extensively with legal teams to ensure marketing and sales compliance; expertly create disclaimers and contracts to safeguard company interests.

#### METRO SCREENWORKS

2020 – 2022

##### **Director of Marketing, Media, and Communications**

Established the marketing department from scratch from constructing frameworks to developing and managing multi-million-dollar budgets, policies, and cost management systems that transformed operational efficiencies in a ecommerce business. Increased online purchases, average order value, and repeat purchases through a multi-channel marketing plan tailored to customer behaviors and market demands.

- Generated a remarkable 65% ROI and unlocked \$9M in new revenue streams by spearheading a focused marketing strategy that targeted untapped market segments and increased profitability and market reach.
- Elevated sales conversion rates by 80% within 12 months by leading the integration of cutting-edge marketing automation and CRM tools that refined lead nurturing processes and optimized sales cycles.
- Secured a 44% surge in organic search traffic and achieved top-five rankings across key industry keywords, through the implementation of a data-driven product marketing strategy that elevated online visibility and competitive positioning.
- Catapulted website leads by 90% month-over-month through a strategic redesign based on in-depth customer segmentation and competitive research insights, providing insights that informed decision-making.
- Enhanced the firm's financial stability and market presence by establishing lucrative partnerships with major commercial real estate decision-makers, leading to 10 pivotal deals that accounted for 35% of annual recurring revenue.
- Expanded market share by 50% within a year by conducting extensive market research that identified crucial customer segments and preferences, reflecting strong analytical skills and customer insights knowledge.
- Overhauled operational efficiencies by architecting a business process reengineering model that cut processing times by 40%; showcased expertise in operational management and efficiency improvements.
- Drove a 50% surge in social media engagement and a 35% increase in online traffic within the first year overhauling the brand's digital presence which improved its impact and influence across all social media platforms.
- Led diverse cross-functional teams in developing and marketing new products while driving market penetration and strategic edge in go-to-market execution.

#### MADWIRE MARKETING AGENCY

2019 – 2020

##### **Marketing & Sales Executive**

Enhanced client engagement and accelerated market presence for a diverse portfolio of 65 clients by overseeing the development and execution of marketing strategies from proof of concept to growth phases. Facilitated client acquisition and retention for startups to Fortune 500 companies (including Real Estate, SaaS, B2B/B2C, Financial & Loan, and eCommerce) by crafting and implementing strategies focused on social media enhancement, market expansion, and digital brand recognition.

- Achieved a 50% increase in operational efficiency by leading a transformative business project that involved restructuring antiquated processes that boosted client operational agility.

- Secured new deals and fostered long-term relationships with an 85% close rate on customized business proposals to meet client needs and drive the business forward.
- Streamlined organizational change management across client companies by collaborating with C-level executives to align strategies with corporate visions which significantly improved operational adaptability.
- Led SEO efforts that achieved the #1 ranking on Google and Bing for 90% of targeted keywords which drove 250-500 leads per month through optimized online advertising and increasing online visibility in line with market demands.
- Grew market reach and boosted market share by 50-85% within a year by incorporating consumer feedback into key initiatives such as acquisition analysis, corporate re-imaging overhauls, and product line expansion.
- Expanded client market penetration by 40% within one year through strategic growth plans that drove rapid expansion and increased market dominance.
- Saved clients an estimated \$100K annually through a newly implemented risk management framework which identified and addressed critical areas for improvement.
- Established a best practice change management playbook for the agency which transformed the approach to client engagements and operational effectiveness agency-wide.
- Drove double-digit revenue and market share growth and established Madwire as a competitive leader by leading multidisciplinary teams to create and execute integrated marketing strategies.
- Earned recognition as the company's top employee for 10 consecutive months and maintained a steady 3% equity share, reflecting sustained high performance and significant contribution to the company's success.
- Instilled advanced business and marketing skills in a team of account executives and interns, contributing to sustained growth and a 97% client retention rate month-over-month.

#### MESSAGE ENVY

2015 – 2019

##### **Regional Operations & Marketing Manager**

Achieved a 120% fulfillment of first-year sales targets for new services and products by directing a marketing campaign that successfully penetrated 10 new national markets. Tripled social media followers and boosted user engagement by 60% by revamping and optimizing the regional social media strategy with advanced analytics, refreshed graphics, and targeted content.

- Led a nationwide rollout of updated policies and procedures across 1200 locations to realign the company's operational frameworks with evolving business goals and boost overall efficiency.
- Coordinated a cross-functional team of 20 including managers, front desk associates, marketing staff, and sales teams; fostered a collaborative environment that enhanced operational effectiveness.
- Contributed to standardizing processes and improving the customer experience across all locations by developing and deploying a targeted training program adopted for over 90 existing employees.

## OTHER EXPERIENCE

Licensed Associate Real Estate Broker & Agent Trainer at Kris Lindahl Real Estate (2020 – 2022)  
Sales and Marketing at Hilton Fort Collins; Assistant Manager at Nothing Bundt Cakes; Cashier at Walmart (2013 – 2021).

## EDUCATION & CERTIFICATIONS

COLORADO STATE UNIVERSITY, Fort Collins, CO

**Bachelor of Science in Business Administration | Bachelor of Science in Hospitality Management**

**Professional Certified Marketer (PCM), Certified Digital Marketing Professional (CDMP)**

**Customer Journey Experience Certificate | Exercising Leadership: Foundational Principles Certificate**

## SKILLS

Lifecycle Marketing | Demand Generation | Revenue Growth | Development Strategies | Process Optimization  
| Performance Analysis | Customer Segmentation | Pipeline Management | Customer Retention | Event Planning | A/B  
Testing | Customer Acquisition | Marketing Budget | Market Research | Brand Management | Marketing Compliance

## TECHNICAL SKILLS

Salesforce Marketing Cloud | Braze | Adobe | SendGrid | ZOHO | Google Analytics | Search Console | GMB | Meta Ads |  
Sprout Social | SEM Rush | HubSpot | Microsoft Dynamics | PPC | SEO | Microsoft Office Suite | CRM Systems



## Brief Biography

Brittany Mitchell is a seasoned marketing executive, community advocate, and civic leader with over 12 years of experience helping brands—from startups to Fortune 500 companies—connect authentically with diverse audiences. Currently serving as Vice President of Digital Sales at Entravision Communications, Brittany leads multicultural marketing initiatives that drive impact and inclusion across digital platforms.

She is an active member of the CASA (Court Appointed Special Advocates) organization, where she advocates for the best interests of children in the foster care system. She is also a member of the American Association of Political Consultants and a proud new member of the Junior League of Denver, where she continues to expand her civic leadership and community engagement.

Brittany has worked with several nonprofits focused on youth development, led numerous community events and fundraisers, and served as a high school cheer coach for 10 years—mentoring young women in leadership, discipline, and confidence.

Her passion for advocacy and equity stems from her lived experience as a Black woman navigating both corporate and community spaces. She is deeply committed to advancing representation, creating opportunities for underserved communities, and using her platform to drive lasting, meaningful change.