



Brittany Johnson

Director of Brand & Content Strategy

A strategic brand marketer, Brittany Johnson transforms audience insights into market-leading growth while championing inclusivity and representation. Her innovative approach connects quantitative analytics with community-centered narratives, with a particular focus on amplifying underestimated voices and communities.

Drawing from over a decade of experience across B2B and DTC channels, Brittany has guided high-growth startups, SMBs, and seven-figure brands to breakthrough success. Her thought leadership has been featured in The Associated Press, Vogue, NBC, HuffPost, AfroTech, Oprah Daily, and other major media outlets.

A passionate advocate for mental health accessibility in communities of color, Brittany champions a human-first approach to marketing strategy. She empowers organizations to see beyond metrics to understand the real people behind the data points, creating meaningful connections that drive business success. Her philosophy is clear: authentic brand storytelling that resonates with your target market's core needs is the foundation of meaningful audience engagement.

EDUCATION:

- Master of Arts, Communication
- Bachelor of Arts, Business Communication

