



Sheretha Bell
Vice president, brand
Atlanta Convention & Visitors Bureau

Sheretha Bell leads integrated marketing strategy for Atlanta Convention & Visitors Bureau (ACVB)/Discover Atlanta including digital and social content, messaging, photography/video content and print publications. She runs an integrated 360 approach for ACVB events, experiential marketing and activations to elevate Atlanta's destination appeal to meeting planners and leisure travelers.

With love and passion for Atlanta, Bell steers the creative direction for ACVB's annual meeting, Atlanta Hospitality Hall of Fame and oversees the execution of overall brand and channel strategy. She manages brand consistency, editorial and integration of DiscoverAtlanta.com and ACVB's annual publications -- 50 Fun Things to See and Do in Atlanta, Peachtree Connects, Planner's Guide, International Guide, ATL Unguided and the seasonal Discover Atlanta Now magazine. She leads editorial strategy for DiscoverAtlanta.com, @DiscoverAtlanta social media channels and the Discover Atlanta monthly e-newsletter, reaching more than 350,000 followers and subscribers. Bell also guided the branding for the full renovation of ACVB's main office, covering 32,000 sq. ft. She co-lead the diversity, equity, inclusion and accessibility efforts for ACVB including the development of the We Are ATL DEIA Task Force.

She plays a key role in the development and execution of the Atlanta's Food Story cookbook, Music Voyager television episodes featuring Atlanta's creative community, and Atlanta con Sabor Latino (Atlanta with Latin Flavor), a bilingual lifestyle series. She helped conceptualize and execute the award-winning I AM ATL, Atlanta Is and On a Different Level campaigns, bringing together top creatives, chefs, performing artists, visual artists and influencers with a strong national and international presence to experience Atlanta as a premier leisure destination.

Bell is an inaugural member of the board of directors for the Ice Cream Festival Foundation, a non-profit organization that provides educational opportunities and programs to introduce youth to careers and entrepreneurship in hospitality and tourism. She serves as advisory chair as well as brand and community engagement chair. She is the board brand strategist for the Lawrence Taylor Family Foundation, Project Future, Beyond the Books Academy Prep School and the strategic marketing consultant for For Peace I Rise: The Musical, all with a strong commitment to building the community through transformative and engaging programming. She is a member of Metro Atlanta Chamber of Commerce's 2023 leadership cohort — ATLeaders, Delta Sigma Theta Sorority, Inc. and Cascade United Methodist Church. When she isn't creating innovative campaigns, Bell plays tennis, averages 135 in bowling and volunteers with local nonprofits, small businesses, PTA and her children's sports teams. She is a very proud mother of two boys.

She began her career at ACVB in 2000 as specialist, sales and marketing research. After only a few years, Bell was promoted to oversee marketing and promotions efforts for the sales division which included client events, collateral, presentations, pitch decks, trade show

booth design, apparel and promotional items. In 2011, Bell was promoted to director, content and creative. She has served on the strategic planning committee for 2023 Atlanta Tech Week, social media committee for 2020 NCAA Men's Final Four and Super Bowl LIII, as well as the marketing committee for NCAA Men's Final Four in 2013 and others. Prior to ACVB, Bell held positions with Better Brands of Atlanta, Inc. and Royal Staffing Services.

Bell graduated magna cum laude from Spelman College with a bachelor's degree in English.