



Sheretha Bell
Senior vice president, marketing and brand strategy
Atlanta Convention & Visitors Bureau

Sheretha Bell leads integrated marketing and brand strategy for Atlanta Convention & Visitors Bureau (ACVB) across the company's owned channels, including Discover Atlanta platforms and print publications. She runs a 360-approach for ACVB events, experiential marketing and activations to elevate Atlanta's destination appeal to meeting planners and visitors.

She is the executive editor of ACVB's annual publications—50 Fun Things to See and Do in Atlanta, Discover Atlanta Planner's Guide, ATL Unguided and the seasonal Discover Atlanta Now magazine— and digital platforms including DiscoverAtlanta.com, Discover Atlanta social media channels and the Discover Atlanta monthly e-newsletter, reaching more than 350,000 followers and subscribers. With love and passion for Atlanta, Bell steers the creative direction for ACVB's annual meeting and Atlanta Hospitality Hall of Fame. She guided the branding for the full renovation of ACVB's main office, covering 32,000 sq. ft. She also co-led the diversity, equity, inclusion and accessibility efforts for ACVB including the development of the We Are ATL diversity, equity, inclusivity and accessibility task force.

Bell co-edited the Fearless Innovation: Atlanta's Food Story and Fearless Innovation: What Unites Us cookbooks. She co-produced six seasons of internationally broadcasted Music Voyager and Voyager television episodes featuring Atlanta's creative community and the EMMY Award-winning Atlanta con Sabor Latino (Atlanta with Latin Flavor), a bilingual lifestyle series with Telemundo. 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 showcase Atlanta as a premier leisure destination.

Bell is committed to Atlanta with strong ties to Atlanta's business and non-profit sectors. She was awarded the Atlanta Business League's Top 100 Women of Influence. She serves as the marketing and communications chair on the board of EVECE Foundation, aimed at supporting the mental well-being of all individuals. She served as 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 served as the inaugural advisory chair 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 is a member of CHIEF, GSU Marketing Roundtable, the 2024-2025 Downtown Wayfinding Strategy Steering Committee, Metro Atlanta Chamber of Commerce's 2023 leadership cohort — ATLeaders and Delta Sigma Theta Sorority, Inc.

When she isn't creating innovative campaigns, Bell practices calligraphy, averages 135 in bowling, volunteers with local nonprofits and is the loudest cheerleader at all of her sons' academic and extracurricular activities. She is a very proud mother of two boys.

She began her impressive 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 and InnovATL, 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.