



Sheretha Bell
Vice president, brand
Atlanta Convention & Visitors Bureau

Sheretha Bell leads brand and editorial strategy for Atlanta Convention & Visitors Bureau (ACVB) including digital and social content, messaging, photography/video content and print publications. She oversees the visual components for sales, marketing, membership and special events 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, discoveratlanta.com and manages the conception and brand consistency of the annual 50 Fun Things to See and Do in Atlanta, Peachtree Connects, Tour Manual, Planner's Guide, International Guide and bi-monthly publication Discover Atlanta Now. She leads editorial planning for @DiscoverAtlanta social media channels, Discover ATL Stories and the Discover Atlanta monthly e-newsletter, reaching 75,000 subscribers. Bell also guided the branding for the full renovation of ACVB's main office, covering 32,000 sq. ft. She co-led the diversity, equity and inclusion efforts for ACVB including the development of the We Are ATL DEI Task Force.

She plays a key role in the development and execution of the Voyager television episodes that feature Atlanta's creative community. She helped conceptualize and execute the award-winning I AM ATL and Atlanta Is 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 a member of American Marketing Association, Marketing Growth Leaders, Marketing Leaders of Atlanta, 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. Bell oversaw marketing and promotions efforts for the sales division which included client events, collateral and presentations, trade show booth design, apparel and promotional items. In 2011, Bell was promoted to director, content and creative. She also served on the 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. 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.