

BRANDI RAND

SOCIAL MEDIA SPEAKER, TRAINER, CONSULTANT

Brandi Rand is Founder of Power Branding Media, a boutique digital media and branding agency in Dallas, Texas. It specializes in social media, digital marketing, branding and consulting for small businesses and entrepreneurs.

Outside of managing social media for her clients, Brandi is a speaker, trainer and consultant. She leverages her agency and Fortune 500 brand experience to create change at a local level. In 2016 Brandi, trained future leaders in the Thrive Intern and Leadership Development program, a nationally recognized program that has earned accolades from President Barack Obama. Training included online reputation management and best practices; she also led the organizations' digital efforts. Brandi is currently working her magic serving as social media strategist with M.O.B.B. (Mothers of Black Boys) United and M.O.B.B. United for Social Change, 501 C3 & C4 social justice organizations.

As a former marketing executive for some of the top international advertising agencies, Brandi has led digital and integrated marketing strategies for companies including AT&T, RAM Trucks, Sally Beauty, and Home Depot to name just a few. With a passion for sports she has directed national campaigns for The Masters Golf Tournament, The AT&T Byron Nelson, College Football Playoffs, the College Football Championship as well as sponsor and partnership social media efforts for over 20 colleges, universities and pro sports teams. Her work can be seen on the social handles of some of the biggest names in sports and entertainment including Jerome Bettis, Jason Witten, Terrell Owens, Gabby Douglas, Darren Woodsen, Jordan Spieth, and Anthony Anderson.

Brandi's extensive branding and digital marketing experience makes her an expert in her field. Her ability to share the good, bad, and ugly of social media in a relatable way to any audience is what makes Brandi an ideal speaker for panels, lunch and learns, seminars, or key notes. Everyone -- from middle schoolers who need to know what **not** to do online to CEO's who need to know exactly what **to** do online -- can benefit from Brandi as a featured speaker at your next event.

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