

# JESSE MILLS



## JESSE MILLS EMPOWERS BUSINESSES TO BRAND BRILLIANTLY.

The founder of Brand Vista, a multicultural social media and experimental branding agency headquartered in Atlanta, Jesse prides himself on being a value-added partner in the branding process. Skilled in corporate communications, marketing strategy, social media, and sponsorship positioning, he is an entrepreneur, speaker, teacher, and fashion/lifestyle influencer.

A veteran brand manager, Jesse has a documented history of delivering results for global retail, hospitality and beverage brands. Whether guiding clients to make millions of dollars or generating millions of social media impressions, he counsels them to be bold, specific, and clear in crafting and communicating their brand image.

Jesse's experience includes managing campaigns for some of the nation's leading brand identities, including [Combs Enterprises](#), a portfolio of businesses and investments built and cultivated by music legend and mogul

Sean "Diddy" Combs; [Belvedere](#); [STK steakhouse](#); [Morgan & Morgan](#) attorneys; [W Hotels](#); [Heineken](#); [Southern Company](#) utility; [Complex](#) culture and style publication; as well as fashion labels and boutiques.

He has built a career by identifying market trends that drive and develop key brand performances, while researching industry-specific best practices. Selecting quality clients that value authenticity, he communicates their value as these brands consistently deliver, reinforcing the positive brand-image messages.

Jesse is also a dedicated mentor to emerging marketing professionals, teaching masterclasses, speaking to youth and other motivational-minded groups, and hosting quarterly seminars to empower others to succeed. A native of Columbia, Maryland, he earned a marketing degree from Clark Atlanta University.

### AREAS OF EXPERTISE

- Brand Storytelling
- Culture/Diversity
- Entrepreneurship
- Influencer Campaigns
- Marketing Trends + Social Strategies
- Building a Following + Engagement Hacks
- Brand Partnerships
- Event Curations + Experiential Marketing

### AS SEEN ON

THE **QUINTESSENTIAL**  
GENTLEMAN

**thrillist**

**upscale**

THE **LUXE LIST**  
*Atlanta*

BRAND  VISTA

 **JESSEMILLSBRAND**

 **JESSEBUILDSBRANDS**  
(36.7K FOLLOWERS)

 **JESSE MILLS**

For media requests, contact: [Teia@lovepublicity.com](mailto:Teia@lovepublicity.com)