



MARVET BRITTO

“Has the ability to market silence and the world would listen...”

FOREWARD

Charismatic, Resilient, Maverick and Dynamic force of nature are just a few of the attributes that embody the drive, vision and passion of Public Relations Architect and Brand Strategist Marvet Britto. As Founder and President of The Britto Agency (TBA), an internationally recognized public relations and brand architecture firm, Ms. Britto has become an unparalleled force in a milieu of sectors, catapulting her burgeoning business into a global publicity, marketing, brand strategy, and event-design powerhouse. Britto has become known for positioning clients atop desired fields and helping each create uncontested market space.

Ms. Britto is renowned for her infectious energy, persuasive charm, raw talent and innate zeal characteristics, which deeply permeate throughout the various endeavors she undertakes. With no formal training in the field, the Connecticut native has utilized the better part of the past two decades to grow her firm from a mere vision to one of the most sought after and undoubtedly recognizable PR and Branding firms in the world. Today, Marvet Britto, herself, is a global brand revered for her atypical ability to blend insight, passion and intellect into memorable campaigns that enhance the visibility and brand equity of her clients.

BACKSTORY

Ruminating over the narrow state of media and its confluence between the corporate, sports, music, and film industries, Ms. Britto saw the pressing need for an outlet that further advocated the intrinsic talents of its clients beyond the often corked scope of their current media visibility.

“When I launched my company there weren’t any PR firms in existence that incorporated PR communications and branding modules with expansive relationships, along with core competencies in varied industries that governed and elevated every aspect of their clients’ careers and overall development.” – Marvet Britto

With no other firms coming close to her colossal vision, Ms. Britto inadvertently revolutionized the landscape of PR by channeling her resources, and filling a great cavity within the industry, thus establishing a firm that elevated the standards of excellence. She sought to bring her unmatched joviality to what was seen as a craven business. She was undeterred by the magnitude of challenges that lay before her, while working various jobs within the service industry handicapped by the absence of entry-level opportunities. Her perseverant entrepreneurial drive conquered all odds and propelled her towards what many deemed a fruitless and frivolous journey. Ms. Britto's novel approach and tireless toiling carved a pathway through the labyrinth of "pitching" in the industry of PR. For several years, she rigorously studied daily without fail at --what she affectionately dubbed-- "Barnes & Noble University". Throughout those years, she found herself seated on the bookstore's floor, voraciously reading any pertinent business literature related to the field she so earnestly desired to enter. She began to unravel the encrypted mysteries of the PR industry and sought to model the attributes of the leaders whose success she hoped to one day attain. While navigating through her own path, Ms. Britto observed A-list media events from the sidelines in an ingeniously strategic effort to gauge the peculiarities and protocol of the business. Unbeknownst to her, she had already embarked on a journey that would ultimately not only transform her life, but also an entire industry inclusive of those whom sought her talents and collaborated with along the way.

BIRTH OF THE BRITTO AGENCY

Fortified by her self-taught knowledge, sharp instincts, and intuitive ability to forecast behavior and consumer trends, Marvet Britto began to parlay her instinctive talents as a visionary and strategist into a more defined role. She became a stimulant for change when realizing that through careful management of every aspect of branding, from styling and media placement to lifestyle choices and endorsement opportunities, she could position herself as conduit to those seeking to expand their personas and service offerings into viable distinctive brands. Those who engaged her quickly affirmed she could "*market silence and the world would listen...*" – as the eager contrarian's destiny became an achievable objective. The Britto Agency launched in 1994 and Ms. Britto, keenly deemed the "Peerless Brand Architect" by several world-renowned media outlets, formulated ideologies that produced winning concepts proving invaluable to the formidable firm's clients as they achieved exponential growth, while simultaneously developing their brands and eclipsing their personal goals. By this juncture in her career, the breeze of Marvet Britto's talents could be felt around the world.

FILM

Marvet Britto's initial entry into film was sparked by the lending of her creative engines to the marketing of the film "Monster's Ball," which led Halle Berry to a historic win of the Academy Award for Best Actress. Ms. Britto then served as Co-Executive Producer of the bold and unconventional film "The Woodsman," starring Kevin Bacon. The critically acclaimed film received colossal reviews at The Sundance and Cannes Film Festivals and in prominent media

outlets, such as The New York Times, People, Rolling Stone, Time Out New York, and The Hollywood Reporter. Her second production, “Shadowboxer,” marked the directorial debut of Lee Daniels --producer of “Monster’s Ball” -- starring Cuba Gooding Jr, Helen Mirren, Macy Gray and Mo’Nique.

“My firm’s success is the result of my proprietary ideation, tireless work ethic and the various paths that I have taken in life, coupled with the myriad of individuals that I have developed relationships with along the way. The sum of these parts have produced a seasoned professional in a multitude of disciplines. I am like a sponge in that I absorb each and every one of life’s experiences which then become a part of my creative DNA” – Marvet Britto

TELEVISION & PRINT

While Marvet Britto worked as a server, flight attendant and retail sales professional, she honed her skills for a future in Public Relations and Branding. Her expertise has positioned her as one of the most sought-after strategists in the industry. She is frequently called upon to comment on corporate and entertainment trends, while sharing branding insights by way of major influential media outlets, including; CNN, ABC, NBC, CBS, Entertainment Tonight/Insider, MSNBC, BBC, The New York Times, Newsweek, New York Daily News, New York Post, Washington Post, The Los Angeles Times and more.

Ms. Britto is the only publicist to have graced the resplendent cover of Essence Magazine, having appeared on their Hollywood Issue alongside award winning actors, such as; Ruby Dee and Jennifer Hudson. In July 2005, she received the prestigious “NV Award for Women in Business” and in May 2008, she was awarded Ebony Magazine’s prestigious “Women in Communications Award”.

ABRIDGEMENT – THE BRITTO AGENCY

Unanimously, her clients affirm that Ms. Britto is not only a devoted business associate, but also a true visionary and confidant whose instincts undoubtedly further careers and help to achieve longevity in areas where many only gain limited and fleeting success. TBA clients agree that Ms. Britto follows her heart, her passion and proffers limitless possibilities on their behalf. Britto loves her clients and gives them wings from which to fly. She guides each with a fierce loyalty, a strong steady hand and a huge open heart that goes far beyond the business.

When asked what motivates her, Britto shared:, ***“I understand that it is a true privilege and responsibility that comes with representing true talent and I feel blessed to have been chosen by my clients; therefore, the fiery passion and energy that I convey is only an extension of my fervent desire to excel on their behalf.”***

Ms. Britto is committed to community and distributes her time through continued development of The Britto Agency, volunteer work and mentoring. As a mentor, Marvet Britto is an active

board member of “NYNY” (New York Needs You), a program that assist first-generation college students in realizing their college and career ambitions. She remarks that her dedication to her faith, and core values, are what enable her to perform admirably with integrity in all spheres of business and life while allowing her to transform leaving her indelible mark and impact on every brand she crafts.

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