

BRITTNEY C. BLOCK

EXECUTIVE LEADER & STRATEGIC DECISION MAKER

CONTACT



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Memphis, TN, USA - Open to Relocate

SKILLS

AI - ChatGPT, Co-Pilot, Gemini

Change Management

Client Success Management - Salesforce

Digital Advertising - App, CTV, Display, Email, OTT, Podcasting, PPC, Programmatic, SEO, Social, Streaming, Video, Web Development

Project Management - Copper, Tap, Trello, Wrike

Revenue Operations - Operative, WideOrbit

Strategic Communication

EDUCATION

Master of Arts

University of Memphis

2011-2013

Journalism - Strategic Communication

summa cum laude

Top Paper Award, Advertising, AEJMC, 2013

Outstanding Graduate Student, 2013

Bachelor of Arts

University of Memphis

2007-2010

Journalism - Advertising

summa cum laude

Outstanding Advertising Student, 2011

Outstanding Advertising Student, 2010

HONORS & ROLES

ACS CAN

Tennessee Lead Ambassador, 2021-Present

Tennessee District 9 ACT Lead, 2016-2021

Media Star, 2021

Formstack

Genius in Digital Transformation, 2021

Volunteer Memphis

Millennial Volunteer of the Year, 2020

University of Memphis, Dept. of Journalism

Part-time Adjunct Professor, 2018-2019

Ducks Unlimited

Director's Choice Award, 2017

ThyCa Memphis

Founder and Facilitator, 2016-2025

OVERVIEW

Data-driven executive leader with 12+ years of experience in digital media, client success, sales support, and revenue operations. Proven success scaling teams of 150+, reducing churn, and improving client retention across national and enterprise portfolios. Adept at building operational excellence, cross-functional alignment, and high-performing culture in fast-paced media environments.

EXPERIENCE

HigherVisibility

Director, Brand Success (Executive)

January 2025-November 2025

- Achieved an average <6% annual Client Attrition Rate-- significantly outperforming industry standard of 15-30%
- Notably improved average NPS from 7.1 to 8.5+ with a positive trend line MoM
- Increased total number of online client reviews by 15% to 150+ total
- Successfully helped secure and maintain the company's second largest enterprise partnership to-date, resulting in a \$42K+ annual revenue increase
- Developed and implemented the SOP for the company's first AI initiative to strengthen data-driven client communication and prevent churn

iHeartMedia

VP, Client Success (National)

January 2024-November 2024

Sr. Director, Client Success (National)

July 2023-December 2024

Director, Digital Account Management (Local)

February 2022-June 2023

- Lead a team, servicing a multimillion-dollar digital advertising, podcasting, and live event portfolio across 100+ national clients and primarily partnering with HoldCos, such as Publicis, IPG, Havas, WPP, Horizon, OMG, Dentsu, and PMG
- Scaled a team of 150+ persons', servicing a digital advertising portfolio in excess of \$1MM across US local markets
- Improved national campaign launch efficiency by ~30% through process enhancements, new tool implementation, and training, ultimately leading to reduced internal SLAs
- Cross-collaborated with GTM/Sales Enablement, Sales, Pre-Sales, Ops, Finance, and Dev to successfully rollout new national Paid Social and Podcasting advertising solutions that led to immediate returns of \$500K+ in new revenue
- Identified and resolved a national Paid Social process gap that effectively mitigated \$1MM+ loss of revenue

Memphis Grizzlies

Sr. Manager, Advertising & Digital Marketing

April 2021-January 2022

- Eliminated pre-existing silos between Marketing and Sales departments
- Implemented strategic traditional and digital advertising campaigns that helped achieve overarching season single game ticket sales goals
- Attained a 4:1 ROAS in line with industry standard
- Established new customer email journeys that helped improve MVP season ticket holder satisfaction with communication by 60%

Entercom

Sr. Revenue Operations Manager

October 2019-April 2021

Regional Sales Execution Manager

January 2018-October 2019

Manager of Field Operations

September 2017-December 2017

Campaign Manager

October 2014-October 2016

- Scaled client success operations by 50% through merger
- Developed and implemented a unified sales support structure, increasing cross-market consistency and establishing SLAs for 100% client transparency
- Mitigated revenue at risk by developing processes that reduced internal errors at or below 5%

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TO WHOM IT MAY CONCERN,

My name is Brittney Block, and like many others, I was laid off in Q4 2024. I started anew in Q1 2025 with my most recent employer; however, due to an unforeseen and significant partnership loss, my role has been eliminated. That said, I am embracing the path ahead of me once again. Change has been constant and key in building a successful career for myself the past 12+ years, and I know that still holds true now as I search for a new opportunity where my experience and leadership will be of significant value.

As you will see from my enclosed resume, my experience is deeply rooted in digital advertising. Beyond that, though, my roles have afforded me significant exposure to sales enablement, media planning and buying, brand strategy, and revenue operations, project, and change management, all in which I have excelled. My greatest strength lies in my ability to lead and strategize, especially across large, complex orgs that require creative and high-level problem-solving, cross-departmentally and nationwide. My work history shows my rocketing growth in leadership, especially my leap from Director of Digital Account Management to VP of Client Success within only two years. I am an incredibly hard worker that cares about her work, team members, and colleagues, and I realize the weight of the business decisions I make. I want the next challenge in my career.

Below is a testimonial from a former Memphis Grizzlies colleague of mine, Jason Martin, that I hope demonstrates the characteristics I possess and would add to your team.

I had the pleasure of working alongside Brittney at the Memphis Grizzlies, where her remarkable talent and dedication truly stood out. From the moment we started collaborating, I was impressed by her ability to seamlessly blend creativity with strategic thinking.

Brittney possesses a unique skill set that makes her an invaluable asset to any team. Her innovative ideas and attention to detail significantly contributed to our marketing initiatives, enhancing our outreach and engagement with fans. She consistently brought fresh perspectives to our projects, demonstrating her passion for the sports industry and her commitment to excellence.

Beyond her professional skills, Brittney is a joy to work with. Her positive attitude and collaborative spirit foster a motivating work environment, inspiring those around her to strive for greatness. She is not only a talented professional but also a supportive colleague who genuinely cares about her teammates' success.

With that in mind, along with additional testimonials and references enclosed, I do hope that you will consider me as a top candidate for this role or any others that might best fit with my education and experience. I appreciate all consideration at this time and will look forward to hearing back from you within the coming weeks. Please, do not hesitate to reach out should you need anything further for review. Thank you in advance.

SINCERELY,



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REFERENCES

Daniel Patton

VP, Business Operations
JamLoop
414.588.8753
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Dee Brodsky

SVP, Client Success
iHeartMedia
917.783.0544
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Lauren Brady

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Chelsea Burton

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Rachel Tinker

Director, SEO
HigherVisibility
630.888.0047
rtinker@highervisibility.com

TESTIMONIALS

Jaime Sommerhalter

Sr. Director, Campaign Management
iHeartMedia

I have worked closely with Brittney for almost 3 years. Since day one, I have been inspired by her work ethic, professionalism, and dedication to her peers. She's innovative, thoughtful, driven, and a role model not only to myself, but to so many on our team. Brittney is an incredible leader and any organization would be lucky to have her on board.

Jessie Grenfell

Division VP, Digital Sales
iHeartMedia

I highly recommend Brittney as a leader. She's intelligent, forward-thinking, and always ahead of potential challenges. Her positive attitude and warm personality make her a natural at bringing people together and creating a supportive, motivating environment. Brittney knows how to lead with both confidence and care. Any company would be lucky to have Brittney on their team.

Stefanie Bou-Mansour

VP, Digital Media Strategy
iHeartMedia

Brittney is a delight to work with. Not only is she patient and smart - but she is a true problem solver. She is always willing to raise her hand to troubleshoot any issue and is always able to come up with smart solves that meet the business need. Anyone would be lucky to have Brittney as part of their team!
