

Mary Metcalf

Digital & Integrated Marketing at The Brytemoore Group

Orlando, FL, US

Expert in digital marketing strategy development and execution.

Mary is known as a digital catalyst who's championed and built digital strategies and campaigns for companies such as Unilever, Kraft Foods, Kimberly Clark, AstraZeneca, and Florida Hospital. With experience adapting operating models to respond to the demands of social media, she helps companies plan and achieve success in an ever-changing new media environment. Mary's held a variety of positions within agencies and brands, and most recently built the first corporate-wide social media research team to support social listening and social media analytics for a Fortune 500 travel company. Prior to that, Mary was an early member of the innovative and successful digital team at Edelman. Mary spends much of her passion-project time consulting with Auburn University, her alma mater, as the president of the advisory committee for the Public Relations program as well as serving as a member of the Athletic Department's Public Relations council.

Public Relations and Communications, Social Media, Advertising/Marketing, Pharmaceuticals, Health Care - Services, Travel and Tourism

Digital Strategy, Social Media, Online Marketing, Marketing Communications, Social Business Planning

Auburn University

Bachelor of Arts (BA) Public Relations

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