



Holly Russell, Regional Sales Manager, Digital & Emerging Markets
AJR Media Group

Holly Russell is a media and marketing expert who partners with destinations and brands to execute strategic, integrated media campaigns to reach their target audiences at the right time, on the right platform. With over 13 years of PR and marketing experience in a number of industries, she has a deep understanding of managing both small and large advertising budgets and the knowledge of what truly drives conversions. Holly has led nationally and internationally-acclaimed, award-winning marketing and advertising campaigns.

In addition to her extensive PR and marketing experience, Holly has served as an adjunct professor in communications and advertising at Texas Tech University. Holly holds a Bachelor of Arts in broadcast journalism and public relations from Texas Tech University.