

**Sponsored By:**



**Briana Snellgrove**  
**Lead Strategist, Social ICON**

Briana Snellgrove is a local entrepreneur and lead strategist of Social ICON. Briana has an Associate's degree from the University of New Orleans and Bachelors of Marketing from University of West Florida. After graduating, Briana worked with non-profits, print advertising and a digital marketing agency.

In 2002-2003, she began gravitating to the marketing world as companies began to notice the shift from traditional advertising. She attended startup weekend in 2004 and created the social media management company, Social ICON. Over the next four years, she worked with restaurants, home builders, start-ups, politicians and more. Briana taught classes helping small business understand digital marketing and how to properly use it through social media.

In January of 2018, Briana rebranded Social ICON and its services as a strategic marketing agency offering services such as: branding, consulting, web development, social media, event management, videography, photography and more. Social ICON manages all the moving parts of the marketing experience, making it simple for companies to achieve their goals of Return on Investment.

Briana lives in Milton, FL with her husband Trent, 2.5 year old daughter Maddie and two Rhodesian Ridgebacks, Dakota and Juno. She is also expecting in September! She works out of the cowork annex on Palafox Street. She loves educating and helping entrepreneurs grow!



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