



# Joyce Brown

**SENIOR VICE PRESIDENT FOR MEDIA  
PLANNING AND BUYING | MEDIA DIRECTOR**  
17 YEARS WITH S+P



**"I enjoy the work, which makes it seem like it's not really work. I like to work really hard . . . That's just the work ethic I have, you come early, you leave late and you do the best you can do."**

As Senior Vice President, Joyce Brown manages all aspects of media buying and planning. She works in collaboration with S&P's Senior Media Buyer to maximize the impact of advertising campaigns. Joyce has over 17 years of advertising and marketing which includes strategic media buying, planning and placement. Joyce's expertise spans both traditional and non-traditional media platform campaigns, including TV (cable, streaming and broadcast) radio, Pandora, outdoor/out-of-home (billboards and bus stop signage), and search engine marketing (SEM). She is responsible for promotions and sponsorship execution, strategic media planning and account reconciliation (budgeting, invoicing and financial forecasting.) Joyce applies analytical formulas and research as the basis of each advertising campaign and mid and post campaign analysis. She actively ensures that all campaigns are reflective of client objectives.

Born an army brat in Fort Knox, KY, Joyce lived in California before relocating with her family to Cleveland, Ohio in the second grade. She is proud to have worked at Singleton & Partners these years and to have worked up to the role of Vice President. In partnership with her sister, Joyce is establishing a real estate holding company. The sisters will buy properties in the Greater Cleveland area which they will rent out to tenants as retirement income. She is in the process of buying her father's home in Georgia, which she and her family will use as a vacation home.

In her spare time, she enjoys spending time with her family, especially her grandchildren. Her musical muses include: Andra Day and Rihanna. Joyce's ideal travel locations include anywhere tropical with a beach. She enjoys any and all things reality TV related, including The Real Housewives, Love & Hip Hop and Married at First Sight. While she enjoys working with numbers, she prefers even numbers. Armed with a Stand Mixer, Joyce plans to rekindle her love of baking through making cupcakes, cookies and cakes made from scratch. Her recipes of choice include: strawberry cake, zucchini bread and banana nut bread.

## Life Mantra:

"If you can't find the sunshine be the sunshine" - Unknown

## Alma Mater:

Notre Dame College (Cleveland, OH); Bachelor of Arts in Business Administration