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ELEVATE x Marketing & Houston Business Women

Jessica Martin-Howell is the founder and CEO of ELEVATE x Marketing, a women-owned and operated digital marketing agency. ELEVATE specializes in crafting brand narratives and content strategies that connect deeply with audiences—serving both small businesses and Fortune 500 companies, blending strategic insights while helping brands grow their online presence and drive meaningful results. Under Jessica's leadership, ELEVATE has earned top recognition at the AMA Houston Crystal Awards, including both finalist and winner honors since 2023 - proving that great marketing isn't just about visibility, but about impact. As a passionate advocate for women in business, Jessica proudly serves as Executive Director for Houston Business Women, amplifying the platform to create even more opportunities for Houston's incredible businesswomen to connect, collaborate, and thrive. Her goal is to foster a stronger, more empowered community where every woman has access to the support and resources she needs to succeed in her business journey.

“Strong women don’t compete. We collaborate, create & lead together. That spirit empowers Houston’s women & I’m proud to be part of it.”