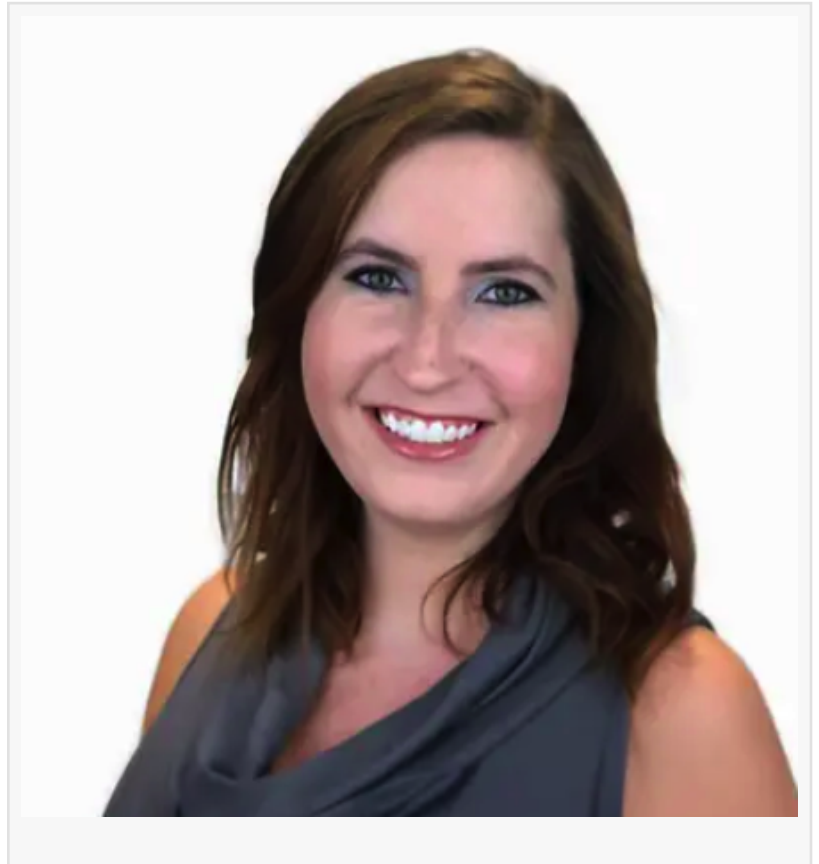


Influential Women Distinguishes Ginnie Littrell As A Marketing Leader Driving Strategy, Execution, And Brand Growth

SANTA ROSA BEACH, FL, UNITED STATES, August 20, 2026 /EINPresswire.com/ -- Bringing More Than a Decade of Marketing Experience to Social Media, Graphic Design, Project Coordination, and Cross-Functional Campaign Execution

Santa Rosa Beach, Florida — Ginnie Littrell is a dynamic Marketing Professional whose career reflects more than a decade of experience spanning social media strategy, graphic design, integrated marketing, project coordination, and communications. Known for combining creativity with organization and execution, she has developed a diverse professional background across hospitality, resort marketing, technology, finance, insurance, and military contracting. Today, she serves as Manager of Integration + Execution, better known as Program Manager, at CLUTCH Performance, where she helps bring complex marketing initiatives together from concept through completion.



At CLUTCH Performance, a marketing and consulting agency focused primarily on the building materials and agriculture industries, Ginnie works at the intersection of creative, digital, and reputation. Her role requires close collaboration across teams to ensure that campaigns remain cohesive, aligned, and effectively executed. Her day-to-day responsibilities include project coordination, social media management, creative collaboration, and graphic design support, giving her the opportunity to contribute both strategically and hands-on.

One of the aspects of her current position that Ginnie particularly enjoys is being able to see campaigns develop from beginning to end. While much of her time is spent coordinating with

creative, digital, and reputation teams, she remains passionate about the creative side of marketing, particularly graphic design. Her ability to combine visual communication with project organization allows her to help transform ideas into finished marketing assets that support broader business objectives.

Ginnie's marketing career began approximately 12 years ago, initially through part-time roles in hospitality. While working as a restaurant hostess and server, she also began gaining marketing experience through part-time work with Spectrum Resorts. These early opportunities gave her exposure to both customer-facing environments and marketing operations, eventually leading to her first full-time marketing position at Sandestin Golf and Beach Resort.

That opportunity became an important turning point in her professional development. From there, Ginnie continued expanding her experience across several industries and professional environments. Her career has included work in resort marketing, technology and finance, insurance, and military contracting, allowing her to develop a broad understanding of how marketing functions across different organizations and audiences.

Earlier in her career, Ginnie also served briefly as Vice President of Marketing at OMNICO COMMANDER while in her 20s. She later moved into a role with Acentria Insurance, where she further developed her capabilities in graphic design, branding, and marketing communications. Her career subsequently expanded into military contracting communications with StraCon Services Group, adding another dimension to her professional experience.

Throughout these roles, Ginnie has maintained a strong focus on social media management and in-house graphic design. Over the course of her career, she has produced an estimated 100 to 150 marketing assets across campaigns, branding initiatives, and digital platforms. For approximately the past seven to eight years, she has worked extensively in integrated marketing environments, balancing creative production with strategic oversight and cross-functional coordination.

Ginnie credits much of her success to the people she has encountered throughout her career. She firmly believes that many of her professional opportunities would not have happened without the connections she developed along the way. For her, networking is not simply about meeting people—it is about building relationships that can create opportunities months or even years later.

Her own career provides a strong example. Ginnie secured a position with a military contractor after reaching out to her best friend from college at Troy University. Her friend told her that a remote position had opened that would be an excellent fit for her. Later, when the organization decided to move in a different direction, another connection helped shape her next chapter. Her father had a connection to CLUTCH and made an introduction. When Ginnie was seeking advice about several job offers, that connection told her that the opportunities were not necessarily the right fit and that there might be something better available. Approximately a month later, Ginnie

was offered an opportunity with CLUTCH, where she continues her work today.

Ginnie's belief in the power of relationships extends back much further than her professional career. As a child, she was interested in writing and, at just 13 years old, obtained the contact information for the editor of Time Magazine. Years later, while attending college, she reached out to him. Although he had retired by then, he offered to write her a recommendation if she ever needed one.

Her early exposure to influential people also came through her involvement with St. Jude. Her mother often jokes that Marlo Thomas took Ginnie under her wing and brought her around events such as The Stars Fell on St. Jude. Through those experiences, Ginnie met prominent figures, celebrities, and public leaders, including Robin Williams. Those early encounters helped reinforce her confidence and introduced her to the power of relationships and storytelling long before she knew where her career would eventually lead.

For young women entering marketing, Ginnie encourages them not to be afraid of taking on roles that may initially seem unconventional or unrelated to their ultimate goals. She believes that doing the "odd jobs" can provide valuable experience and expose professionals to skills they might not otherwise develop.

She also encourages women to apply for opportunities even when they do not believe they are fully qualified. Her own experience at Sandestin Golf and Beach Resort illustrates why. Ginnie applied for a Social Media Manager position without expecting to receive an offer. Two hours after her interview, however, the organization called and offered her the job. The position paid twice what she had been earning at the time and ultimately changed the trajectory of her career.

For Ginnie, taking a chance can be far more valuable than waiting until every qualification appears to be perfectly aligned. She encourages young professionals to remain open to unexpected opportunities and recognize that experience gained along the way can become an important part of their professional foundation.

At the center of Ginnie's approach to both work and life is intentionality. Her New Year's resolution was to become more intentional in her career, her food choices, and her everyday life. She believes that returning to this mindset has made a meaningful difference in how she approaches her goals and priorities.

That philosophy has also influenced her interests outside of work. Ginnie has become interested in homesteading, including making her own Kahlua, limoncello, and vanilla, as well as growing an edible garden. While she describes these efforts as relatively basic, they reflect her broader desire to be deliberate about how she spends her time and what she creates.

Whether she is coordinating an integrated marketing campaign, developing a graphic asset,

managing social media, or exploring a new personal project, Ginnie Littrell remains guided by the same principle: be intentional in everything she does. Through her combination of creativity, adaptability, relationship-building, and hands-on marketing expertise, she continues to build a career shaped by meaningful connections, calculated risks, and a willingness to embrace opportunities wherever they arise.

Learn More about Ginnie Littrell:

Through her Influential Women profile, <https://influentialwomen.com/connect/Ginnie-Littrell>

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