

THE L3 AGENCY

Larvetta L. Loftin

CEO BIO



Authenticity. Ingenuity. Off-the-charts engagement. Those are just 3 of Larvetta L. Loftin's superpowers as an award-winning marketing expert, business brand coach, thought leader, and founder and CEO of The L3 Agency.

Known as the "Brand Maven," Larvetta transforms organizations' visions of a more culturally competent and impact-driven presence into tangible realities through her storytelling prowess.

As a master of storytelling, Larvetta's mantra is simple – lead with impact and your brand relevancy will follow.

Birthing room-shaking marketing strategies rooted in proven audience insights, she builds “love connections” between global brands like Bacardi, General Motors and Verizon, and the diverse women who love them.

It’s no wonder her marketing and communications agency is the ONLY one in the Midwest catering to energy and utility companies – key industry players powering the country’s most tech-savvy and innovation-focused brands.

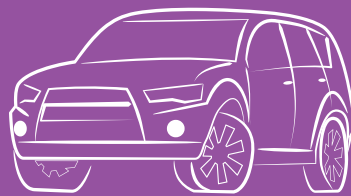
Her legendary communication skills don’t stop there – she is the producer and host of Black Businesses Matter, a weekly podcast with over 1500 listeners.

BLACK BUSINESSES
matter
P  DCAST

The success of her agency and podcast show that Larvetta's visionary superpowers aren't bounded to just one outlet. In fact, it's part of her DNA.

With certificates from the business schools at Northwestern and Dartmouth (which she was awarded prestigious scholarships to attend) and 20+ years of business experience, Larvetta is, simply put, an innovative business mind well ahead of her time.

If you're a marketing leader or senior executive within the energy, retail, automotive, or nonprofit sector with a deep desire to turn your vision of a more culturally sensitive and profitable company into reality, the only person to get the job done is Larvetta.



Visit her at theL3agency.com
to learn more & get started!

Connect with The L3 Agency.



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