

By: Representatives Banks, Brown, Bell
(65th), Butler-Washington, Crudup, Gibbs
(72nd), Holloway (76th), McCray, Nelson,
Summers

To: Rules

HOUSE RESOLUTION NO. 37

1 A RESOLUTION COMMENDING AND CONGRATULATING MRS. BRIANA
2 MCELROY FOR HER REMARKABLE ACCOMPLISHMENTS IN DIGITAL MARKETING
3 AND FOR BEING NAMED LIONSGATE'S SENIOR VICE PRESIDENT, HEAD OF
4 WORLDWIDE DIGITAL MARKETING.

5 WHEREAS, Briana McElroy, a native of Jackson, Mississippi, is
6 a seasoned digital marketing executive with over 12 years of
7 experience in leading and developing creative digital marketing
8 campaigns; and

9 WHEREAS, with a background in entertainment and technology,
10 Mrs. McElroy brings a wealth of expertise to her current role as
11 Lionsgate's Senior Vice President, Head of Worldwide Digital
12 Marketing; and

13 WHEREAS, as Lionsgate's Senior Vice President, Head of
14 Worldwide Digital Marketing, Mrs. McElroy is responsible
15 for overseeing the digital campaigns for all motion picture group
16 releases, including recent titles "John Wick: Chapter 4", "Saw X",
17 and "The Hunger Games: The Ballad of Songbirds & Snakes"; and

18 WHEREAS, some of her work will also be featured in upcoming
19 releases including the films "Michael", "From the World of John



20 Wick: Ballerina", the third installment in the "Now You See Me"
21 franchise, "The Housemaid", and "Hunger Games: Sunrise on the
22 Reaping"; and

23 WHEREAS, prior to joining Lionsgate, Mrs. McElroy was a
24 leader in Twitter's Media and Entertainment team, driving the
25 company's global partnerships with Warner Bros. Discovery and The
26 Walt Disney Company; and

27 WHEREAS, before she worked for Twitter, Mrs. McElroy served
28 as the Digital Marketing Director for Warner Bros. Pictures,
29 leading successful marketing campaigns for films such as "Wonder
30 Woman," "Kong: Skull Island," "Fantastic Beasts and Where to Find
31 Them," "Annabelle: Creation," "Ocean's 8," "A Star is Born," and
32 "POKÉMON Detective Pikachu"; and

33 WHEREAS, Mrs. McElroy is an award-winning marketer recognized
34 with 8 Clio Awards, including 4 Golds, a true testament to her
35 talents and knowledge in the business; and

36 WHEREAS, additionally, Mrs. McElroy received the Business
37 Success Award from her alma mater, Belhaven University, in
38 acknowledgment of her professional achievements, and as a
39 sought-after public speaker, she has shared her expertise on
40 panels at Sundance and Variety's Entertainment Marketing Summit,
41 where she was celebrated as a Digital Innovator; and

42 WHEREAS, Mrs. McElroy now resides in Los Angeles, California,
43 with her husband, Josh, their daughter, Nola, and their two
44 dogs, Fred and Murphy; and



45 WHEREAS, it is the policy of the House of Representatives to
46 recognize and commend fine Mississippians, especially those such
47 as Mrs. Briana McElroy, whose outstanding career and numerous
48 successful campaigns have brought honor and glory to the City of
49 Jackson and the State of Mississippi:

50 NOW, THEREFORE, BE IT RESOLVED BY THE HOUSE OF
51 REPRESENTATIVES OF THE STATE OF MISSISSIPPI, That we do hereby
52 commend and congratulate Mrs. Briana McElroy for her remarkable
53 accomplishments in digital marketing and for being named
54 Lionsgate's Senior Vice President, Head of Worldwide Digital
55 Marketing, and extend most sincere wishes for continued success in
56 all her future endeavors.

57 BE IT FURTHER RESOLVED, That copies of this resolution be
58 furnished to Mrs. Briana McElroy and to the members of the Capitol
59 Press Corps.

