

## House Resolution 647

By: Representatives Cannon of the 58<sup>th</sup>, Bennett of the 94<sup>th</sup>, McQueen of the 61<sup>st</sup>, and Bell of the 75<sup>th</sup>

## A RESOLUTION

1 Commending Latoya Shambo and recognizing March 20, 2025, as TrailBlazing Women in  
2 Georgia Day; and for other purposes.

3 WHEREAS, TrailBlazing Women in Georgia Day acknowledges the philanthropic, social,  
4 and cultural contributions of women in the state; and

5 WHEREAS, Latoya Shambo has long been recognized for the vital role that she has played  
6 in leadership and her deep personal commitment to the welfare of the citizens of Georgia;  
7 and

8 WHEREAS, Latoya is a pioneer in the creator economy and influencer marketing as well as  
9 the founder and CEO of Black Girl Digital, an award-winning agency that connects brands  
10 with top creators for high-impact campaigns; and

11 WHEREAS, as a testament to her significant organizational and leadership talents,  
12 remarkable patience and diplomacy, and keen sense of vision, she has led successful  
13 partnerships with Walt Disney World, Subaru, YouTube, and African Pride, driving  
14 engagement through innovative, data-driven strategies; and

15 WHEREAS, as an early trailblazer in the creator economy, Latoya has shaped the way  
16 brands and influencers collaborate; her expertise has been featured in prestigious  
17 publications, including *Forbes*, *The Culture*, *Bloomberg TV*, and *Adweek*, solidifying her as  
18 a leading industry voice; and

19 WHEREAS, she is a person of magnanimous strengths with an unimpeachable reputation for  
20 integrity, intelligence, fairness, and kindness; and

21 WHEREAS, it is abundantly fitting and proper that the outstanding contributions of this  
22 individual be appropriately honored.

23 NOW, THEREFORE, BE IT RESOLVED BY THE HOUSE OF REPRESENTATIVES that  
24 the members of this body commend Latoya Shambo for her efficient, effective, unselfish, and  
25 dedicated public service to the State of Georgia; recognize March, 20, 2025, as TrailBlazing  
26 Women in Georgia Day; and extend the most sincere best wishes for continued health and  
27 happiness.

28 BE IT FURTHER RESOLVED that the Clerk of the House of Representatives is authorized  
29 and directed to make an appropriate copy of this resolution available for distribution to  
30 Latoya Shambo.