



**AFRICAN AMERICAN
MARKETING
ASSOCIATION**

**ANNUAL
REPORT**

2021

**PREPARED BY
MICHELLE NGOME**

WHERE WE ARE NOW

"We must come together to create a legacy of economic equality with new tools to learn, earn, and return." George C. Fraser

Following the monumental year of 2020, AAMA continues to make strides within the African American community and beyond.

With the new awareness around diversity, AAMA has benefited tremendously with donations, service, and various opportunities shared with our members.

We remain steadfast with our vision of creating a collaborative community and the mission to provide resources to our 500+ members.

Some of our members had the chance to speak and attend the Houston Tech Rodeo, Content Marketing World, and Digital Summit Dallas. Members earned certifications from Meta (Facebook) Elevate Digital Marketing Certification and a lot more.

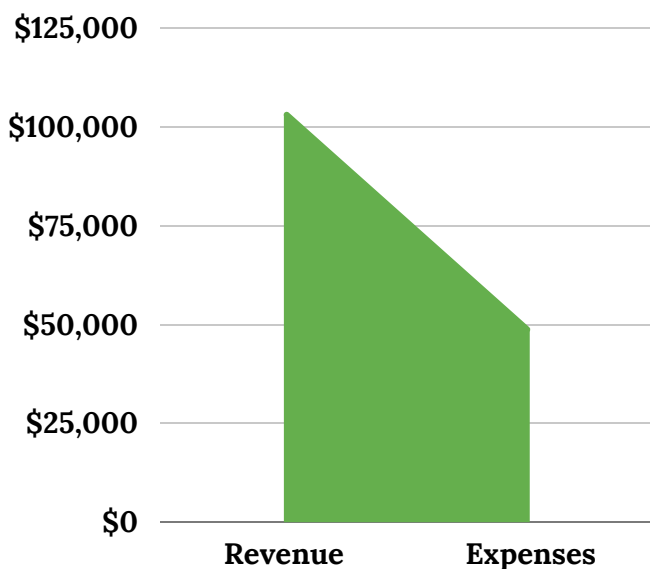
OUR CURRENT STATE

A summary of our highlights, financials, and statistics.

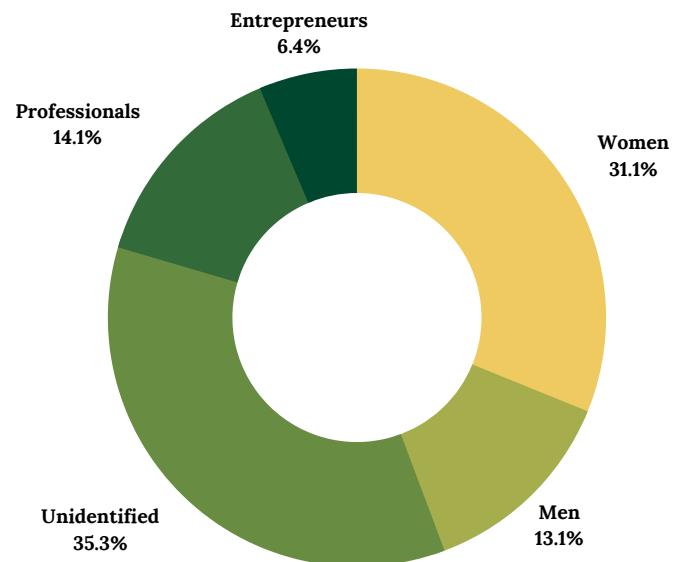
2021 AAMA Highlights

- 77021 Street Clean-up
- Houston Tech Rodeo
- 100 Founding Member Plaques
- Top 50 Black Marketers On The Rise List
- Content Marketing World Conference
- Dallas Digital Summit
- Meta (Facebook) Elevate Digital Program
- Marketing For The Culture Podcast
- Marketing For The Culture Playlist

AAMA Financials



AAMA Membership



OUR PARTNERS

We can't do this without the continuous support of our partners.



THANK YOU

For more information about the African American Marketing Association, visit <https://www.aa-ma.org> or follow us on social media at @aamahouston.