



Detroit
Regional
Partnership

Talitha Johnson

Marketing Manager

Talitha Johnson is Marketing Manager for the Detroit Regional Partnership (DRP). In this role, she shares the Detroit Region's unique economic development story with the world as the organization attracts investment and jobs by recruiting national and international companies. Her responsibilities include developing and implementing high-level regional marketing campaigns and strategy across digital and social media platforms.

Prior to joining the DRP, Johnson has more than 10 years experience in marketing serving a variety of industries, including education, labor, automotive, and real estate. Johnson led communications efforts for Michigan State University's Science Gallery Detroit and held key roles at UAW-Ford, Marx Layne & Co., and Ignite Social Media. She has a bachelor's degree in public relations from Wayne University and is a member of the National Association of Black Journalists.