

Chloe V. Mitchell

Influencer/Content Creator ~ Co-Founder CIO of PlayBooked ~ Mental Health Advocate

Meet Chloe V. Mitchell, 22, an intelligent force of creativity and innovation who turns ordinary moments into extraordinary adventures. With a background in content creation and social media sorcery, Chloe is like a wizard of brand appeal, weaving spells of engagement and charm across the digital realm—all to the delight of her devoted fans and the national brands she serves.

With 3 million+ followers on TikTok and 132K on Instagram, Chloe has earned her stripes as the go-to brand whisperer for college athletes. Back in 2020, while moonlighting as a collegiate volleyball player herself, she saw a need in the NIL niche and responded by co-founding PlayBooked, where she currently serves as Chief Influencer Officer. To the delight of Fortune 500 companies, this girl boss develops college athlete influencers into content creators, leading by her expert example. Chloe is not just breaking the mold, she precociously and consistently smashes it like a fierce athlete on game day.

And let's talk about breaking records – Chloe made history and national headlines as the first college athlete to cash in on their NIL (name, image, and likeness) rights, all thanks to her DIY charisma and rising social media stardom. This trailblazer also won with the “Innovator of the Year” at the national NIL Awards. Chloe’s former PlayBooked podcast helped launch the College Athlete Network on iHeart Radio, which paved the way for her upcoming podcast “The Imposter,” where she delves into the minds of execs, athletes, and notable pros battling the “The Impostor Syndrome” (coming fall 2024).

Chloe isn't just a powerhouse of creativity; she's a mental health maven on a mission who openly documents her mental health journey on her socials. Her infectious energy and lightning-quick wit spark joy and/or visceral authenticity in every post, from hilarious memes to thought-provoking insights, captivating audiences worldwide.

Off-duty, Chloe is a globetrotting thrill-seeker, diving headfirst into new cultures, landscapes, and experiences that stretch the limits of her imagination. Whether she's scaling volcanoes, plunging into ocean depths, or wandering city streets, Chloe finds inspiration, and inspires her followers, at every turn.

As she continues her odyssey, Chloe remains steadfast in her quest to shatter boundaries, challenge norms, and leave an indelible mark on the world. With her insatiable curiosity, boundless creativity, and unyielding determination, Chloe V. Mitchell is destined for greatness – one adventure at a time.

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