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DEEDRA DETERMAN, FOUNDER & CEO, D2 BRANDING

Deedra Determan is the founder of D2 Branding, a full-service digital marketing agency recognized by Entrepreneur magazine as one of the “Best Entrepreneurial Companies in America.” A business coach, author, speaker, and host of the Do It My Way podcast, she empowers female CEOs to build personal brands that create time and financial freedom. Determan’s work spans social media marketing, video production, content creation, and website design, serving clients nationwide. She was named one of the “Top 50 Women Leaders of Oklahoma” by Women We Admire. Before launching D2 Branding, Deedra built a niche mom-focused website with 100K+ monthly visitors, later selling it to Griffin Media. Her career began as marketing director for FOX23, eventually consulting TV stations nationwide. Deedra serves on the Oklahoma State University Alumni Association Board and is a member of the American Heart Association’s Circle of Red.

WHO INFLUENCED YOU THE MOST?

My mom has been the greatest influence in my life. She is the most admirable woman I know, with a heart for serving others and an incredible ability to make everyone around her better. Throughout my life, she has been my constant source of encouragement and support. She has always been my biggest cheerleader, instilling in me the confidence to believe in myself and the freedom to pursue anything I set my mind to. Her strength, kindness, and unwavering belief in me continue to shape who I am today.

HOW ARE YOU SUPPORTING THE NEXT GENERATION OF FEMALE LEADERS?

I support the next generation of female leaders by creating access to education, mentorship, and opportunity. Through my podcast, I share practical tools that help women start businesses, build confidence, and ignite their personal brands through digital marketing. I also mentor interns each year, giving them hands on experience, guidance, and encouragement as they step into the workforce. I am also honored to be a Circle of Red member with the American Heart Association, standing alongside women philanthropists who support healthier futures for women.

WHAT DOES WOMEN’S EMPOWERMENT MEAN TO YOU?

Women empowerment means giving women permission to live life on their own terms. Through my Do It My Way podcast and coaching program, empowerment is about helping women find their voice, own their value, and build a personal brand that creates both financial freedom and time freedom. It is about confidence, clarity, and courage to take action and control their own destiny. When women are empowered to trust their instincts and lead authentically, they transform their lives, their businesses, and the communities around them.

WHAT IS THE BEST ADVICE YOU’VE RECEIVED?

The best piece of advice I have ever received is to be yourself and never underestimate your worth. When you truly know who you are and what you bring to the table, you stop chasing approval and start making decisions with confidence. Knowing your self worth gives you the freedom to show up authentically, set boundaries, and pursue opportunities that align with your values. It is a reminder that you do not need to fit into someone else’s expectations to be successful. The moment you own who you are, everything changes.