

Visit Winston-Salem Announces New Director of Marketing and Communications

Winston-Salem, NC - Visit Winston-Salem is pleased to announce Marcheta Cole Keefer as its new Director of Marketing and Communications. Marcheta has spent 14 years specializing in the hospitality and tourism industry, including time at the Gainesville/Alachua County and the Orlando/Orange County's Convention and Visitors Bureau. Overall Marcheta brings more than 27 years of experience in the hospitality and tourism industry to Visit Winston-Salem.

"Marcheta's experience in tourism and media marketing make her an ideal addition to our organization", stated Richard Geiger, President of Visit Winston-Salem. "We are privileged to have someone with such an extensive background in communications at our side, and we're certain Marcheta will become an asset to Visit Winston-Salem and to our entire community."

Her duties as Director of Marketing and Communications will include overseeing all internal and external Visit Winston-Salem (VWS) marketing and communications. She will be responsible for securing editorial features for Winston-Salem through extensive work with travel writers, journalists, and publication editors for a variety of travel trade, convention and consumer publications as well as other forms of media. Marcheta will also oversee our Web site and Internet opportunities and well as working collaboratively with area attractions to strengthen Winston Salem as a tourist destination.



Marcheta holds a Bachelor of Arts in Journalism from the University of Central Florida in Orlando, FL. Marcheta will begin at Visit Winston-Salem on September 7, at which time she may be reached at Marcheta@visitwinstonsalem.com or 336.728.4211.

Visit Winston-Salem is the official destination marketing organization of the Forsyth County Tourism Development Authority. Visit Winston-Salem sells and markets our assets and attractions to visitors as a convention, events and tourism destination for the economic benefit of the community.

Media Contact:

Casey Hough
336.728.4217

Casey@VisitWinstonSalem.com
<http://Media.VisitWinstonSalem.com>