



## NEWS RELEASE

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## Destination Augusta Announces Position Promotion and New Hires

**Augusta, GA** – Destination Augusta is pleased to announce the promotion of Sarah Childers to Director of Community Engagement and the hiring of Fionna Ellenwood as Augusta & Co. Customer Service Supervisor, Natasha Carter as Marketing Manager, Rachel Hyatt as Communications Manager, and Taylor Wilks as Manager of Group Business Development.

Sarah Childers has been promoted to the Director of Community Engagement. The Director of Community Engagement is responsible for creating and implementing programs which connect the community to the assets of Destination Augusta. In this new role Childers will lead Augusta & Company's team which includes an Augusta & Co. Customer Service Supervisor, and several Augusta Experts. Additionally, Childers will continue to develop and lead programs which connect local businesses to visitors, share Destination Augusta's instrumental services which contribute to the health of our community, and support Film Augusta as the Assistant Film Liaison. For nearly three years Sarah has worked as the Community Engagement Manager leading successful initiatives such as the Global Dining Passport, 2019's Experience Augusta State of the Industry Event, and most recently sharing Destination Augusta's brand assets with others to create a local buy in and use of shared messaging. "Sarah's expertise and enthusiasm truly embody what it means to #LoveAugusta," said Jennifer Bowen VP of Destination Development & Community Engagement. "Sarah is an asset to our team and we look forward to the growth she will usher into our organization and the partner she will continue to be to our community.



Fionna Ellenwood has been hired as the Augusta & Co. Customer Service Supervisor. As the Customer Service Supervisor Ellenwood will serve as the "expert on Augusta," for Augusta's River Region by providing visitors, potential visitors and locals with accurate, helpful information. Ellenwood will strive to supply a premium customer experience for every guest and will be leading Augusta Experts in a mission of excellence in hospitality. Ellenwood has a background in retail, is a local artist, and holds an Associate of Science in Psychology from Georgia Military College.



Natasha Carter has been hired as the Marketing Manager for Destination Augusta. This position is part of the Marketing & Communications team and is responsible for all marketing, communications, public relations, and advertising services for the organization and destination. Carter's principal role is the planning and management of all marketing programs, content, media placement, production, and metrics reporting. Carter will manage the organization's Content Management System (CMS) which includes VisitAugusta.com and affiliated microsites and will serve as the social media lead and the organization's local media liaison. Carter has extensive experience in marketing and communications, is a member of Alpha Kappa Alpha Sorority Inc., and holds a bachelor's degree from Clafin University and a master's degree from the University of Central Florida.



Rachel Hyatt has been hired as the Communications Manager for Destination Augusta. This position is also part of the Marketing & Communications team which is responsible for all marketing, communications, public relations, and advertising services for the organization and destination. Hyatt's principal role is to provide marketing and communications support to all staff teams, manage the organization's Customer Relationship Management (CRM) system, travel media program, and will serve as the project lead for the *Augusta Experience Guide*, Augusta's Official City Guide produced by Destination Augusta. Hyatt has a background in communications within the non-profit sector, is a self-taught graphic designer, and holds a bachelor's degree from Augusta University.



Taylor Wilks has been hired as the Manager of Group Business Development for Destination Augusta. Wilks will work to identify, build, and maintain industry partner relationships and to help promote Augusta as a meeting and convention destination. Wilks will focus on the management of client-oriented destination packages that represent Augusta to those in the areas of events and festivals; educational, medical, and trade associations; team sports; and weddings. Wilks brings seven years in sales at Experience Columbia, the Convention and Visitors Bureau in Columbia, South Carolina to the Group Business Development Team at Destination Augusta. Wilks holds a bachelor's degree from Clemson in Parks, Recreation and Tourism Management with a concentration in Travel and Tourism.



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### **ABOUT DESTINATION AUGUSTA**

Destination Augusta is a not-for-profit 501(c)(6) corporation responsible for promoting tourism in the Augusta area. This destination marketing and management organization is the exclusive provider of tourism promotion services. Destination Augusta also operates Augusta & Co., Augusta's Experience Center, located at 1010 Broad Street, and the Augusta Film Commission. [VisitAugusta.com](http://VisitAugusta.com)