

SUSAN G. PHILLIPS

EXECUTIVE SUMMARY

Marketing, sales, and business professional with over 25 years combined experience in the tourism, hospitality, travel, aviation, and banking industries. Expertise in providing hands-on leadership and large-scale management of marketing, media advertising, strategic partnerships, public relations, air service development, sales management, business strategy, and new program development. Recognized for developing innovative strategies, establishing a common vision, building consensus, and optimizing performance through value-based relationships with local constituents and corporate, civic, airline, tourism, and governmental entities.

PROFESSIONAL EXPERIENCE

ST. JOHNS COUNTY VISITORS AND CONVENTION BUREAU, INC.

St Augustine, FL

Jan. 2018-Present

Director of Tourism Promotion & Strategic Alliances

Participates as a senior member of the executive team. Responsible for generating all promotional opportunities and establishing strategic alliances with third parties for the St. Augustine, Ponte Vedra, and the Beaches area.

Responsibilities:

- Develops tourism promotions composed of media promotions and consumer incentives.
- Responsible for strategic alliances which may be corporate, media, or governmental projects that combine forces to mutual advantage. Responsible for conceiving, proposing, development and/or executing such programs.
- Responsible for strategic planning, including working closely with CEO on development of the organization's strategic plans, both short and long-term.
- Participates in brand development, including defining and articulating the destination brand and effectively communicating it to staff and stakeholders.
- Participates in agency support, including assisting CEO as needed in all aspects of marketing agency supervision, including creative, media, and account service.
- Responsible for fulfillment, eCRM, and staff supervision.

73 DEVILLE, LLC

Myrtle Beach, SC/Asheville, NC/Fort Walton Beach, FL

Aug. 2016-Dec. 2018

Senior Vice President of Operations

Senior management responsibilities including directing the operations of the company (advertising, marketing and public relations agency), building and supervising a client service team, providing strategic leadership, and providing effective and successful management of the company's operations.

Accomplishments:

- Expanded company portfolio to become a full-service marketing agency through the addition of over 15 new services (PR, research, copywriting, SEO/SEM management, digital marketing, website development, etc.).
- Developed client pricing strategy, company sales kit, and a variety of legal documents for clients, contractors, and employees.
- Targeted new hospitality clients in both Myrtle Beach and Asheville and expanded client base.
- Cultivated and worked with a variety of freelance contractors throughout the southeast to assist in projects as needed.
- Created and launched new SEO/SEM and online reputation management program for clients.
- Worked with owner/investors to secure new multi-hotel and destination account in Puerto Rico, with future expansion opportunities.

THE MYRTLE BEACH AREA CHAMBER OF COMMERCE/CVB

Myrtle Beach, SC

Aug. 2012-Jul. 2016

Director of Marketing

Developed, implemented, and directed marketing and communications plan to produce results and \$160+ million in annual AEV (earned media value). Responsible for international, national, regional and local public relations strategic plan and initiatives in conjunction with national PR agency as well as various marketing and promotional activities, strategic partnership initiatives, and stakeholder relationships.

Accomplishments:

- Increased public relations earned media value from nearly \$43 million in 2011 to over \$164 million in 2015.
- Expanded national PR platform through developing and implementing activation plan for meetings/conventions, sports, student, and senior group segments.
- Created and launched new culinary tourism program.
- Created and launched strategic marketing partnerships with Georgia Best Chevy Dealerships (Agency720), Better Homes & Gardens, NYC Cablevision Optimum Rewards, Rodell

Publishing, Land 'O Frost, Winnebago, and others. Partnerships allowed for us to apply for additional state grant matching programs which maximized our marketing dollars.

- Worked with Myrtle Beach International Airport to secure and launch new nonstop air service and marketing for WestJet Airlines and Allegiant Airlines.
- Created social media strategy and leveraged VisitMyrtleBeach.com social media channels to be the first U.S. beach destination to reach 1 million "likes."

THE GROVE PARK INN RESORT & SPA

Asheville, NC

Dec. 2008-Apr. 30, 2012

Director of Marketing & Communications

Participated in total hotel management as a member of the Executive Committee. Developed, implemented, and oversaw the marketing business plan and directed all activities related to internal and external communications, integrated marketing, branding, promotional initiatives, public relations, website development, social media, special events, and floral and visual design. Worked with Director of Group Sales to optimize group and transient revenue mix. Responsible for a \$3.1 million annual operating budget.

Accomplishments:

- Implemented and marketed GPI's new joint venture relationship with Nantahala Outdoor Center (NOC) to create co-branded on-site outdoor activities concierge center and retail store.
- Expanded and branded the GPI branded National Gingerbread House Competition™ on a local, regional, and national level to include ABC's Good Morning America, HGTV, The Travel Channel, The Food Network magazine, Southern Living, Yahoo, and more.
- Fast-tracked securing a website development company to oversee creation of a new web booking engine solution and new website, within a 90 day project window. Within the first four months, the new website was on-track to generate over \$1 million in incremental revenue, annually.
- Repositioned GPI advertising efforts from nearly 100% traditional (print) media to an integrated mix of both digital (online) and traditional media (print) to expand impressions/reach and broaden our demographic base.
- Created social media and e-mail acquisition strategy, which grew to over 30,000 loyal fans on Facebook, and over 70,000 e-mail contacts.

HOMETRUST BANK

Asheville, NC

2005-2008

Director of Marketing

Developed and implemented the business plan and directed all activities related to advertising, marketing and sales promotion, business development, product development, market research,

and competitive evaluation for the Bank (consisting of 5 divisions and 15 locations throughout Western and Piedmont North Carolina). Oversaw and managed corporate strategic relationships with advertising and media buying agencies, marketing vendors, and high-profile community organizations including governments, universities, Chambers of Commerce, and non-profit entities. Managed the corporate "brand" and defined the "voice" of the bank by ensuring consistent application across all corporate divisions and distribution channels. Advanced the business strategy through positively positioning the Bank to the public via press interviews, news releases, speaking engagements, special events, sponsorships, and contributions to charitable organizations throughout the region. Responsible for a \$1.5 million annual operating budget.

Accomplishments:

- Created and launched multi-year comprehensive marketing campaign for all divisions, utilizing a variety of media including print, outdoor, transit ads, radio, door-hangers, direct mail, real estate publications, web site, TV, banners, signage and other point-of-sale materials.
- Created and implemented creative tie-in co-branded Bank promotions with national branded companies including Lowe's, Ingles' Markets, and Pawley's Island Hammocks.
- Utilized primary market research to evaluate customer satisfaction and identify opportunities to improve the customer experience.
- Completed inventory and assessment of current brand elements and positioning. Interviewed and participated in selection of national branding firm, with the goal of creating a new brand position, brand promise, brand architecture, and brand introduction to internal and external customers in CY08.
- Capitalized on media relationships to position HomeTrust Partnership Banks as "top of mind" resource to media to educate the public on financial issues, reinforce Brand positioning, and generate positive "buzz", where appropriate, for the bank.
- Developed overall primary and secondary programs for community-based charitable contributions, with a primary focus on affordable housing and education.

ASHEVILLE REGIONAL AIRPORT

Asheville, NC

2002-2005

Director of Marketing & Public Affairs

Developed, launched, and directed the Airport's advertising, marketing, air service planning and development, and public affairs programs. Responsible for a \$500,000+ annual operating budget.

Accomplishments:

- Developed and implemented an integrated marketing communications program to market, brand, and define the Asheville Regional Airport as the airport of choice for Western North Carolina travelers, with focus on passenger acquisition and retention.
 - ❑ 19 months of passenger traffic growth ranging from 14.4% to 49%, year-over-year.
- Successfully led Airport's air service development efforts to achieve expanded air service

choices, including:

- ❑ New service to Houston, New York City, Detroit, Minneapolis/St. Paul, and Orlando.
- Developed and enhanced relationships with commercial air service carriers to address airfare pricing and schedule issues.
 - ❑ Reductions in airfares (top 50 destination cities) by 34% (average) and introduction of new business and "last minute" sale fares.
- Successfully launched several customer-centric products.
 - ❑ New branded products and programs including AVL Corporate Sales, AVL Express-O, AVL Direct, and AVL Plane Talk.
- Fostered excellent relations with local and regional media contacts, resulting in increased in the quantity, quality, and positive positioning of media coverage for the Airport and for airline partners.
- Restructured and executed a \$1 million U.S. Department of Transportation grant for air service development.

DELTA AIR LINES

Atlanta, GA

1988-2001

e-Business Executive Assistant to the Sr. Vice President (2000-2001)

- Chief of staff to the Sr. Vice President, responsible for facilitating the strategic implementation plan of newly formed e-Business unit including recommending human resource, technology resource, and budget policies and solutions.

Sales & Distribution Executive Assistant to the Sr. Vice President (1999-2000)

- Chief of staff to the Sr. Vice President, operating as primary interface between the Sr. Vice President of Sales & Distribution and his staff of 10,000+ employees worldwide. Principal interface and liaison with business unit executives in Europe, Latin America, and Asia offices, with focus on joint communication, budget planning, human resource support, and organizational connectivity.

Sales, Product, & Marketing Manager (1996-1999)

- Directed the strategic positioning and management of the \$350M "Delta Vacations" tour product, worldwide. Focused on operational excellence, market penetration, distribution and cost savings, as well as overall efficiency. Indirect management responsibility for up to 1,000 contract employees.

Sales Coordinator/Marketing Representative/Sales Representative (1990-1996)

- Facilitated the development of targeted sales and marketing programs for national and regional corporations as well as affinity, military and government groups.

Reservation Sales & Customer Service Agent (1988-1990)

- Responsible for providing airfare and flight information to customers while ensuring maximum revenue-generating bookings utilizing sales solicitation techniques.

WILLIAM O. GREEN, JR., Attorney-at-Law
Atlanta, GA
1985-1990

Paralegal (1985-1990)

- Conducted client interviews, research, legal briefs, and presentation of findings.

EDUCATION

- Georgia State University, Atlanta, GA
- B.B.A. in Management (1984)

PROFESSIONAL DEVELOPMENT / TRAINING

- Public Information Officer Training - Charlotte Police Academy
- Grant-writing – W. Central Tech College
- Coaching Skills – Delta
- Financial Management – Delta
- Situational Negotiation – Delta
- Georgia Real Estate Sales License – Georgia