

For Immediate Release

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Dorsey selected to lead marketing and communications for VisitHattiesburg and Hattiesburg Convention Commission

HATTIESBURG – (Sept. 27, 2016) VisitHattiesburg and the Hattiesburg Convention Commission have named Marlo Dorsey as Director of Marketing and Communications. With more than 20 years of marketing experience, Dorsey will lead public relations, advertising, communications and sales for both commissions.

In 2015, Hattiesburg hosted more than 2 million visitors, whose combined spending in the local economy exceeded \$268 million. Hattiesburg is the third most visited city in Mississippi, following the Gulf Coast (Gulfport/Biloxi) and Jackson.

Rick Taylor, executive director of Hattiesburg Convention Commission and VisitHattiesburg, is highly focused on increased destination marketing and facility enhancements to ensure continued visitor growth.

“Marlo brings to us a wealth of experience in the diverse and competitive world of economic development marketing, including implementing the State of Mississippi’s external communications and global marketing strategies. As the former spokesperson for business and tourism development for our state, she will add tremendous value to our already talented team and to Hattiesburg’s destination marketing and tourism economy growth strategies,” said Taylor.

Prior to joining the Hattiesburg team, Dorsey worked with the Mississippi Development Authority, serving as chief marketing officer. Before MDA, she was vice-president of marketing at Jones County Junior College. Dorsey began her career as CEO of Cybergate, Inc., an internet and data management solutions company.

“I’m grateful for the opportunity to join the team to help lead Hattiesburg’s tourism efforts and strengthen this essential sector of our local economy. Hattiesburg is a vibrant community with a multitude of great gathering places for food, music, events and outings. I’m looking forward to being a part of our area’s future

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success by advancing our marketing outreach, cultivating partnerships, and growing the Hattiesburg brand,” said Dorsey.

The Hattiesburg Convention Commission oversees the growth and operations of six facilities, employing more than 140 individuals at the Hattiesburg Zoo, African American Military History Museum, Lake Terrace Convention Center, Historic Saenger Theater, Visitors Center, and the Eureka School. Last year, the combined facilities hosted 452,000 guests. Additionally, Visit Hattiesburg’s Convention and Visitors Bureau was named office of the year at the Governor’s Conference on Tourism in 2015.

A Hattiesburg resident, Dorsey earned a mass communications degree from Louisiana State University and later received her MBA. She is married to Chris Dorsey and the couple has two children, Peyton and Carson. Dorsey is a graduate of Leadership Mississippi and is a member of several marketing and communications organizations.

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