

Priscilla Bevel Caldwell, APR

Leadership/Affiliations:

Public Relations Society of America (PRSA) 2000-Present: Bronze Anvil Judge (2015); PRSA Accreditation Peer Review Panelist/Judge (2015); PRSA Counselors Academy and National Delegate 2014-2015; Regional Chapter Founder, President, Board 2007-12.

William & Mary Emergency Media Watch Team 2013-2014; Communications Committee 2013-14.

Williamsburg Area Destination Marketing Committee 2010-2012; Public Relations Committee Chair 2011-13.

Women's Leadership Council of Williamsburg 2012-14. **Society of American Travel Writers (SATW)** 2002-11.

Hospitality Sales & Marketing Association International (HSMIA) Adrian Awards PR Judge 2007

Recognition/Awards:

ClubCorp Rising Star Award 2019; **6th of 300 Clubs in Member Retention**; HSMIA **Adrian Silver Award** 2013; **HSMIA Bronze Adrian Award** 2012
Richmond PRSA Silver Anvil Award 2006

Education/Certification:

Universal Accreditation Board **Accredited in Public Relations (APR)** 2006-Present
University of Maryland, Global Campus Europe *BA, Cum Laude, English/History*
College of William & Mary, Williamsburg, Virginia *English/Education*

Professional Experience

SUMMARY Accredited Public Relations practitioner (APR), with 20+ years of progressive responsibility, leadership, strategic PR and marketing experience for hospitality, travel, tourism, technology, nonprofits and education. Has led marketing communications for businesses, advocacy organizations, chamber of commerce, visitors bureau, NASA affiliate, and educational institutions. **Expertise:** *communications/marketing and media, government, community and public relations.*

ClubCorp (Ford's Colony Country Club), *Member Relations Director*

06/2019 – Present

Develop, execute and oversee marketing and communications, member engagement and member retention. Headquartered in Dallas, ClubCorp is the largest owner/operator of clubs in the U.S. with some 300 clubs.

- Develop and direct internal and external marketing and communications across all channels and outlets.
- Plan, execute and evaluate programs, events and activities for all segments of membership.
- Liaise with club and regional corporate staff, board members and committee leadership.

Avalon Center, *Director of Development and Communications*

09/2015 – 05/2019

Provided strategic direction and resources to ensure the regional agency helping survivors of abuse and violence fulfilled its mission to end domestic and sexual violence.

- Increased funding, generating a 33% increase in private giving, with annual operating revenue of \$1.8 million.
- Led a staff of three and volunteer program of 250+ to provide agency-wide program support.
- Developed and implemented strategic communications initiatives.

Technology Commercialization Center (TeCC), *Marketing Communications Lead*

01/13 – 03/15

Developed and implemented strategic marketing communications, facilitating partnerships to bring federally-funded innovation to the marketplace.

- Pursued business development with Fortune 500 and mid-level U.S. corporations. Connected with innovation executives; presented model to facilitate technology innovation.
- Provided branding direction, developed key messages and visual identity across all platforms and channels.
- Implemented communications strategy to generate awareness and engage new partners.

William & Mary, *Communications & Development Manager*

04/13 – 02/15

Oversaw and executed strategic communications for the Global Research Institute, an international relations think tank that fosters student-faculty collaboration to make recommendations to policymakers addressing global challenges. RESULTS: increased private giving, doubled social media engagement.

- Provided PR counsel to leadership to advance the support and influence of the institute.
- Directed branding: developed key messages and visual identity in coordination with the university brand.
- Implemented communications strategy and tactics to broaden reach, garner support and increase awareness

Williamsburg Hotel & Motel Association, Executive Director

05/10 – 09/12

Guided strategic direction for advocacy organization with the mission to improve the lodging and tourism industries in the region working with government and private partners. RESULTS: Increased membership 25%; achieved state certification of regional tourist information center after six-month campaign.

- Served as public relations counsel to the president, and as spokesperson for the board of directors to the news media, government officials, tourism leaders and the greater business community.
- Fostered communication among stakeholders, including local, state and U.S. elected officials
- Represented approximately more than 100 businesses, including 80 hotels, reflecting an investment of more than \$200 million in assets in the tri-municipal area of Williamsburg, James City County and York County.

Madigan Pratt & Associates, Public Relations Director

08/07 – 06/09

Directed public relations for a boutique marketing firm specializing in branding and customer relationship management for the luxury travel industry serving resort clients in Bermuda and the Caribbean. RESULTS: Increased earned media in top travel outlets; established online press rooms for clients.

- Worked within a creative team framework to develop marketing communications for various luxury travel clients, ensuring brand integrity and consistent messaging across all media platforms and channels.
- Established and implemented media relations plans according to budget constraints, which generated outstanding national and international media coverage employing traditional and progressive public relations tactics. Utilized social media, content management systems and direct email marketing. Coordinated media events for clients.

Colonial Williamsburg Foundation, Donor Societies Manager

06/06 – 08/07

Cultivated relationships with more than 2,500 top donors. RESULTS: Raised \$4.5 million, an increase in annual support to a nonprofit educational institution dedicated to historic preservation.

- Executed marketing and communications strategies to encourage potential and existing donors to increase their giving levels and engagement with the world's largest living history museum, including two art museums.
- Oversaw the operation of the donor reception center, staffed by one paid employee and more than 80 seasoned volunteers and visited by more than 13,000 of the 25,000 donor society members yearly.
- Coordinated numerous donor multi-day events each year, working closely with the president's office and liaising with various entities across the company. **Participated in the planning and execution of several VIP events, including the 2007 royal visit of Her Majesty Queen Elizabeth II.**

Greater Williamsburg Chamber of Commerce & Tourism Alliance, Communications Manager

11/00 – 06/06

Managed communications and provided government and public relations for the tri-municipal region; developed, executed and evaluated communications plans. RESULTS: Created online media presence; increased earned media tenfold, generating increases in tourism.

- Participated in collaborative initiatives, the regional Media Relations Advisory Group, **America's 400th Anniversary 2007 Host Committee Marketing Task Force and the Williamsburg Area Destination Marketing Committee.**
- Expanded national and international media coverage of the area as a vacation destination in conjunction with the efforts of the region's destination drivers and major attractions. Planned strategic editorial travel missions.

Bicycling Education Association, Williamsburg, Assistant Director

11/98 – 09/00

Successfully coordinated events for statewide association with the mission to promote bicycling for recreation and transportation.

- Planned and conducted annual bicycling tours, attracting more than 5,000 participants nationwide, adhering to an annual budget of \$500,000.
- Pursued public relations and marketing strategies to create awareness of bicycling in Virginia through traditional and digital media.

Newport Daily News, Newport, Rhode Island, Classified Advertising Manager 02 – 06/98

Supervised staff of five. Generated \$1 million in revenue, achieving sales goals.

Colonial Williamsburg Foundation

05/92 – 11/97

Program Manager: Launched educational programs for a pilot initiative to increase affinity and engagement. **Donor Relations Writer/Researcher:** Wrote for the president; vice president; and directors of development. Helped plan, coordinate and participated in donor events. **Publications Assistant.**

From the Beginning

Free-Lance Writer

Virginia Gazette
Daily Press
Williamsburg, VA 1992-93
6/92 – 7/93

Staff Reporter

Leesville Daily Leader
Louisiana 1991-92
9/91 – 4/92

**Financial Management
Division Clerk**

Department of the Army
Germany 1988-90
1989-1990

Summer Intern

Central Intelligence Agency
Langley, VA 1984 **1984**