

## **Dee Hendrix, Marketing and Online Manager**

**Brief Position Description:** Responsible for managing Travel Salem website, creation and implementation of e-newsletters and managing digital needs of all Travel Salem programs to promote Salem and Marion and Polk Counties for leisure, convention and event tourism.

### **Bio- Dee Hendrix**

Dee joined the Travel Salem Marketing and Communications team in June of 2013. She brings with her over 17 years experience in the field of advertising, marketing and communications design.

Prior to joining Travel Salem, Dee worked as Communications Director for Salem's nonprofit children's museum, A. C. Gilbert's Discovery Village. While there, she re-developed and implemented the museum's communications plan to promote the museum, its educational programs and special events. She was responsible for refreshing the museum brand; creating a complete set of promotional brochures and developing and implementing a thorough website redesign. She also helped A. C. Gilbert's Discovery Village by promoting events and programs using social media platforms and provided all media relations for the museum.

Before working for the children's museum, Dee spent time in the field of early childhood education and as an independent illustrator and graphic designer. Prior to that, she was co-owner of FineLine Images, a Salem-based advertising and graphic design company that provided services to area businesses such as Willamette Valley Vineyards, The Oregon State Fair and CCTV.

She holds two degrees from Willamette University, with post graduate studies in Natural Science Illustration from Rhode Island School Design.