

Arts Center Welcomes Andrea Gannon

Written by Editor

Tuesday, 01 January 2013 13:45 - Last Updated Wednesday, 02 January 2013 09:02



The Arts Center of Coastal Carolina has just announced that Andrea Gannon as its new Vice President of Marketing, with responsibility for promoting all events at the Arts Center as well as the Center's branding presence in the region and on the internet.

"Andrea is a seasoned marketing professional with a full understanding of our regional market and the arts community as well as digital and social media marketing," said Kathleen Bateson, the Arts Center's president and CEO. Gannon replaces David Martin, who recently announced he is returning to Delaware to pursue other opportunities.

Bateson pointed to Gannon's 25 years of marketing experience on Hilton Head Island as a significant asset for the Arts Center. She has held previous positions as Marketing Manager for Sea Pines Resort, Senior Marketing Manager for Marriott Vacations International and Project Director for Anderson Communications, where she specialized in branding, digital communications, social media and content development.

Gannon has also been actively involved with local community service activities, including volunteer work with the Children's Relief Fund, Special Olympics, Hilton Head Dance Theatre, Hilton Head Prep School's Art Guild, the Center for Service Leadership and St. Andrews-by-the-Sea Methodist Church. She serves on the board for The Island School Council for the Arts.

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Gannon is a graduate of Emory University's Goizueta Business School with a bachelor's degree in marketing. She and her husband Chris have two teenage children.

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