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CONTACT: Andrea McHugh, 401-845-9151  
Senior Communications Manager  
Discover Newport  
amchugh@discovernewport.org

## **Julie Grant Promoted to Digital Marketing Manager**

Newport (R.I.) April 20, 2018 – Discover Newport, the official destination marketing organization for Newport and Bristol counties, has promoted Julie Grant to Digital Marketing Manager. Grant is responsible for developing content strategy and overall site management on DiscoverNewport.org using CRM and CMS applications; implementing, analyzing and reporting on the organization’s digital and email marketing campaigns, leveraging content to generate optimal SEO and evaluating new data-driven digital technologies to advance Discover Newport’s marketing strategy.

“From the time Julie started as an intern here three years ago, she has shown a passion for the industry and an unquenchable thirst for learning,” says Discover Newport’s Vice President of Marketing Kathryn Farrington. “We’re proud to recognize her talents including an in-depth, comprehensive knowledge of our digital platforms and a keen eye for photography and video production, among others. She’s become an integral part of our team.”

Grant is a 2016 graduate of Salve Regina University where she earned a bachelor's degree in business marketing with a double minor in business administration and Global Business and Economics, respectively. While there, she was enrolled in the highly selective Pell Honors Program and volunteered with many organizations throughout Newport County.

### **ABOUT DISCOVER NEWPORT**

Discover Newport is the official destination management organization (DMO) dedicated to promoting the City of Newport and the eight surrounding coastal townships in Newport and Bristol counties, Rhode Island. These include Barrington, Bristol, Jamestown, Little Compton, Middletown, Newport, Portsmouth, Tiverton and Warren. As a non-profit organization,

Discover Newport partners with stakeholders throughout our tourism and hospitality industry to market the region as a premier destination for business and leisure travel.  
DiscoverNewport.org

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