



ATL Airport District Appoints Heather McCargo as Marketing Manager of Communications, Events

Experienced Professional to Help Lead Marketing Efforts for CVB and its Partner Cities



ATLANTA – (March 8, 2023) – [The ATL Airport District](#), the destination marketing organization for the cities of College Park, Hapeville and Union City, Georgia, today announced the appointment of Heather McCargo as communications and event marketing manager. McCargo is a marketing professional with extensive media experience and a passion for storytelling. In her new role, she will oversee the marketing efforts surrounding events hosted by the ATL Airport District and its partner cities.

"We are thrilled to welcome such a motivated and positive individual to our team," Cookie Smoak, president of the ATL Airport District, said. "We look forward to seeing Heather leverage her combination of skills in writing, editing, media interaction and interpersonal communication to support all the exciting happenings in the District."

A graduate of Georgia State University with a bachelor's degree in English literature, McCargo gained experience in the entertainment industry throughout her career. She served as the standards and practices editor for Turner Broadcasting and Warner Bros Discovery, where she reviewed a wide variety of content and partnered with production teams to ensure parental guideline ratings aligned with industry standards. Between her tenures working for entertainment companies, McCargo also worked in education as a fifth-grade teacher for Gwinnett County Public Schools.

In her free time, McCargo manages the "Burb Is The Word" Instagram account while also contributing to its blog, writing reviews of family-oriented events, small businesses, local restaurants and day trips in and around the North Atlanta suburbs.

For more information on the ATL Airport District, call 404-334-7500 or visit www.ATLdistrict.com. For updates on everything in "The District," follow @ATLDistrict on [Facebook](#), [Twitter](#) and [Instagram](#).

About the ATL Airport District:

The ATL Airport District is the official destination marketing organization for the cities of College Park, Hapeville and Union City, Georgia. Home to the world's most traveled airport, Georgia's second largest convention center, more than 7,000 hotel rooms, an abundance of arts and culture, an eclectic mix of great restaurants, and located just minutes from downtown Atlanta, the ATL Airport District offers big-city amenities balanced with Southern charm.

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