

Fredericksburg®

THE TEXAS HILL COUNTRY

Convention and Visitor Bureau

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Fredericksburg Convention & Visitor Bureau Announces Staff Promotions and New Hires

FREDERICKSBURG, Texas – The Fredericksburg Convention and Visitor Bureau is finalizing a re-organization and is excited to announce staffing updates and new hires to the FCVB team. Internal promotions include Karyn Mayo as Vice President of Sales, Services and Strategic Alliances, Amanda Koone as Vice President of Marketing and Communications, Sean Doerre as Visitor Information Center Manager/Community Relations, and McKenzie Moellering as Communications Manager. The FCVB also announces the hiring of Shannon Overby, CDME, as National Sales Director and Kelly Criddle as Destination Services Manager.

“I am excited to partner with my team at the Fredericksburg Convention and Visitor Bureau to modify and enhance the positions within the FCVB organization to ensure we are maximizing our deliverables to both the visitor experience as well as our residents and stakeholders within Fredericksburg and Gillespie County, Texas,” said Brady Closson, President and CEO.

Karyn Mayo

Vice President of Sales, Services and Strategic Alliances

Karyn Mayo has been with the FCVB as the Director of Tourism and Strategic Alliances since 2012 and has been promoted to Vice President of Sales, Services and Strategic Alliances. Karyn has extensive experience in leisure and international sales and marketing and has called Fredericksburg home for 25 years.

Amanda Koone

Vice President of Marketing and Communications

Amanda Koone has been with the FCVB as the Director of Communications since 2012 and has been promoted to Vice President of Marketing and Communications. Amanda has extensive advertising and public relations experience and has called Fredericksburg home for 13 years.

Sean Doerre

Visitor Information Center Manager/Community Relations

Sean Doerre has been with the FCVB since 2017 and has been promoted to Visitor Information Center Manager/Community Relations. Sean brings previous FCVB marketing and communications experience into his new role.

McKenzie Moellering**Communications Manager**

McKenzie Moellering has been with the FCVB as a Communications & Digital Content Associate since 2021. McKenzie brings a background in journalism and more than two years of experience at the FCVB into her new role and has called Fredericksburg home for seven years.

Shannon Overby, CDME**National Sales Director**

As National Sales Director with the FCVB, Shannon Overby will be charged with the development and implementation of national sales programs that generate an increase in overnight accommodations, strategically focusing to create midweek business and meetings markets including small Texas associations, corporate and incentive travel. Overby is based in College Station, allowing her the flexibility to proactively schedule targeted sales calls in the markets of Austin, San Antonio, Houston and the Dallas/Fort Worth Metroplex.

Kelly Criddle**Destination Services Manager**

As Destination Services Manager with the FCVB, Kelly will serve as an in-market liaison with meeting planners and local hospitality professionals, strategically focusing on servicing midweek business. Criddle joined the organization in late May, bringing several years of experience in the Fredericksburg and Gillespie County tourism and hospitality industry.

To learn more about the Fredericksburg Convention and Visitor Bureau or Fredericksburg and Gillespie County as a travel destination, go to VisitFredericksburgTX.com.

The mission of the Fredericksburg Convention and Visitor Bureau is to market Fredericksburg and Gillespie County as a premier travel destination on the regional, national and international stage thereby creating a positive impact on the local economy and the quality of life here.