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**FOR IMMEDIATE RELEASE**

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**Meredith Koeppen hired as Experience Strategist**

Visit Lafayette – West Lafayette (VLWL) announces the hiring of Meredith Koeppen as the Experience Strategist.

Meredith, a Greater Lafayette native, graduated from Purdue University in May 2025 with a degree in Public Relations and Strategic Communication. She currently serves as the Experience Strategist at Visit Lafayette–West Lafayette, where she manages customer service initiatives, supports social media marketing, and coordinates a variety of hospitality and tourism efforts. Her work centers on promoting the area’s unique experiences and enhancing its reputation as a vibrant, welcoming destination. Outside of work, Meredith enjoys practicing yoga, reading, baking, and exploring new places through travel.

Jo Wade states, “We are excited to officially welcome Meredith to our full-time team! During her time at Purdue, she supported us part-time at the front desk, assisted with social media, and created videos. Thanks to that experience, she stepped into the role of Experience Strategist already ahead of the curve. We feel fortunate to have her on board.”



Meredith Koeppen

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