

**For Immediate Release**

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## **Southeast Tourism Society Welcomes Adrienne Gadling as Marketing & Communications Specialist**

**Roswell, GA (April 10, 2024)** – Southeast Tourism Society (STS) is pleased to announce the recent hiring of Adrienne Gadling as Marketing & Communications Specialist.

In her role, Gadling will be assisting with elevating Southeast Tourism Society’s marketing and communications efforts through social media management, member and partner communications, and email marketing.

“Adrienne’s background in social media content development and strategy implementation, along with her experience in launching successful marketing campaigns, makes her a valuable addition to the STS team,” said Monica Smith, President & CEO of Southeast Tourism Society.

Born and raised in Indiana, Gadling has a Master of Arts in Marketing from Academy of Arts University and Bachelor of Arts in Communication from Indiana University.

“I am excited to have Adrienne on the STS marketing and communications team”, says Tonja Ray-Smith, VP of Marketing & Communications. “Her skills and passion for the role will be instrumental as we continue to amplify the vision and mission of the association.”

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**Download Adrienne’s headshot [here](#).**

### **About Southeast Tourism Society**

The Southeast Tourism Society (STS) is a not-for-profit membership association dedicated to the development of travel and tourism professionals and organizations within the southeast region. The association’s mission is to empower a diverse network of tourism professionals through Education, Advocacy, Recognition, and Networking. Member states include Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, South Carolina, Tennessee, Virginia, and West Virginia, plus the District of Columbia.