

CYNTHIA MADDOX, SENIOR COMMUNICATIONS STRATEGIST/SPECIAL PROJECTS

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Cynthia Maddox has spent her entire career in communications—from a high school job at her hometown newspaper to assistant travel editor at *Southern Living* to managing accounts for leading destination marketing and healthcare organizations. As senior communications strategist/special projects for Gambel Communications, she leverages an award-winning portfolio of public relations, branding and marketing experience to serve the agency’s diverse stable of clients.

Graduating with a degree in broadcast and film from the University of Alabama, Cynthia was the first female sports reporter at the *Crimson White* campus newspaper to cover men’s athletics. Her first assignment was to interview Coach Paul “Bear” Bryant.

Most of her career was spent in Austin, TX, where she worked for 10 years with *Southern Living* magazine. When the magazine closed its regional office, she remained in Austin as a freelance travel writer and started her own public relations agency, handling accounts for such clients as Chipotle Mexican Grill, Lake Austin Spa Resort and Four Seasons resorts.

Cynthia spent 10 years in the hospitality industry as director of marketing communications for the Austin Convention & Visitors Bureau and director of public relations for the historic Driskill Hotel. Upon returning to Alabama, she specialized in healthcare marketing for a number of clients from Mobile, AL to Syracuse, NY.

Active in the communities where she’s lived, Cynthia served on a number of boards and committees including Destination Marketing Association International, Texas Hill Country Wine & Food Festival, Texas Travel Industry Association, City of Austin International Committee and Alabama Hospital Association. She is a Medallion award winner from the Public Relations Council of Alabama and directed dozens of award-winning campaigns for various healthcare clients. And we might mention, Cynthia’s “nerves of steel” are best exemplified by her having been a Texas cheerleader mom!

She has one daughter, Jordan, who still lives in her hometown of Austin and is a graduate of Texas Tech University. Cynthia, along with her canine companion Max, is thrilled to finally call New Orleans “home” and to being fully immersed in the Who Dat nation!