

# MARILYN L. HEMINGWAY

[Marilyn.hemingway@gmail.com](mailto:Marilyn.hemingway@gmail.com) ☐ 843-318-8644 ☐ [www.linkedininURL](http://www.linkedininURL)

Creative and business savvy public relations and communications professional with a broad range of experience across marketing/communications functions and diverse industry segments. Proven creative ability to combine vision with strong verbal and written acumen. Project management skills, relationship building and leadership qualities to support branding/rebranding efforts, product launches, and market growth strategies, positioning companies, services, and products for success.

## Areas of expertise:

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| <input type="checkbox"/> Strategic Business Planning   | <input type="checkbox"/> Project Management       |
| <input type="checkbox"/> Relationship Building         | <input type="checkbox"/> Event Management         |
| <input type="checkbox"/> Communications                | <input type="checkbox"/> Team Building/Leadership |
| <input type="checkbox"/> Social Media/Direct Marketing | <input type="checkbox"/> Public Speaking          |

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## EDUCATION AND CERTIFICATION

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**2024 SC Economic Development Institute. SC Economic Developer' Association/SC Department of Commerce - pending**

**2023 The Riley Institute at Furman Fall 2023 Lowcountry Cohort**

**2020, Sea Level Rise and Coastal Flood Identifying Who and What is At Risk Certification, Climate Central 2019, Tier One Energy Justice Certification, NAACP, Baltimore, MD**

**2019, 2020, Certified Fundraiser, state of South Carolina**

**2019, Social Impact Entrepreneurial Consultant, College of Charleston, InPlace Impact, School of Business**

**1987, Bachelor of Arts in Journalism**

Major: News-Editorial, University of South Carolina

## SELECT EXPERIENCE

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### **2020      Gullah Geechee Chamber Foundation Inc, CEO and Founder**

- Founded the Gullah Geechee Chamber Foundation Inc to raise funds supporting the educational programs of the Gullah Geechee Chamber of Commerce
- Established culturally embedded, 12-week, hybrid entrepreneurial course for small- and micro-businesses for the historically-excluded Gullah Geechee community and general community
- Established the Gullah Geechee Seafood Trail to preserve Gullah Geechee Maritime Heritage and creating economic uplift through the establishment of the Gullah Geechee Seafood Trail
- Established Green Entrepreneurial Course

### **2018      Gullah Geechee Chamber of Commerce, CEO and Founder,**

- Founded the Gullah Geechee Chamber of Commerce with the mission to raise global awareness, profitability, and sustainability of African American businesses in the Gullah community.
- Established Environmental & Energy Advocacy programming across the coastal counties of South Carolina including the following events:
  - Environmental & Energy Conferences: presented in partnership with environmental organizations speakers and panels discussing the future of energy in South Carolina, rising sea levels, green, renewable energy education, environmental issues, addressing the impact of Climate Change on the Gullah community.
  - Environmental & Energy Conversations – Presentations by environmental organizations with presentation and Q&A format to Gullah community members
  - Environmental & Energy Roundtables – focus groups convened to discuss the impact of climate change, the environmental impact of coal-generating plants on the Gullah community.
- Organize and host of variety of educational, entertainment and networking events:
- “We Network” First Friday monthly networking event where local businesses pitch services, and products.
- The International Gullah Film Festival film screenings, documentaries, book signings, receptions
- Host of business Education classes for startup and established businesses and established businesses through partnerships with SCORE and Georgetown Innovation Center
  - Establish partnerships with diverse community organizations to connect resources and programming within the Gullah Community

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## **2000 – PRESENT; THE HEMINGWAY GROUP, LLC,**

### **Communications, Event Planner, Grant Writer and Fund Development Consultant for variety of clients FETTER HEALTH CARE NETWORK -**

Establish and implement a communications/marketing plan and with a five-member team for health care non-profit organization with 21 locations in four counties: branding, public relations, events, marketing collateral development, and online social media presence. Established project management system and formulated plan for grand openings. Managed team of five in executing marketing/communications: event coordination, branding, messaging, social media, and annual giving drive.

#### **Key Contributions:**

- Coordinated development of new logo, slogan, mission, and vision resulting in raised profile internally and with consumers
- Implementation of media campaign including press releases, announcements, grand openings, and establishment of media relations
- Tasked with the hiring of photographer to record grand openings, employee professional headshots and community outreach events for press and pictorial archives
- Design, writer, and publisher of e-newsletter to establish timely and better internal communicate

**2004 – 2006**      **Membership Director, Georgetown County Chamber of Commerce, Georgetown, SC** Implemented new membership structure, recruited new members; retained current members, and managed external/internal communications

2002 – 2004      **Executive Director,** Committee for African American History Observances CAAHO at the Dreamkeepers Community Arts Center, managed arts center, produced summer camp, grant writer

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## **SELECT GRANT WORK**

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- Grant Lead Organizer, Planning and implementation of environmental & green energy programming and projects; 2023 – 2024, \$215,000
- “Bring Harriet Home: Journey to Freedom” A Monumental Event; celebrating the legacy of Harriet Tubman and Gullah Geechee culture; Georgetown County/Tourism Marketing Committee, \$38,700
- Grant Lead Organizer, Planning and implementing Environmental Justice, Energy Justice Programming and Advocacy work; Energy Foundation, 2022 – 2023, \$58,000
- Principal Investigator, Preserving Gullah Geechee Maritime Heritage and establishing a Gullah Geechee Seafood Trail; NOAA Saltonsall – Kennedy Grant Program, 2021 – 2023, \$283,000
- Grant Lead Organizer, Planning and Implementing Environmental Justice, Weatherization, and Climate Change programming, Energy Foundation, 2021 – 2022, \$94,000
- Grant Lead Organizer, Establishing Environmental & Energy programming, The Climate Reality Project, 2021, \$18,750
- Primary Writer and Developer, SC African American Heritage Foundation, Entrepreneurship and Culture, 2019, \$3,000
- Primary Writer, SC Blue Cross Blue Shield, Mobile Health Unit, Fetter Health Care Network, \$150,000, 2017
- Primary Writer, Health Resources and Administration, HRSA Mental Health and Substance Abuse Services, Fetter Health Care Network, 2017, \$175,700
- Primary Writer, Health Resources and Administration, HRSA Telehealth Expansion Services, Fetter Health Care Network, 2016, \$75,000
- Primary Writer and Developer, Henry Schein, Health care education and services with community partners; 2015, \$5,000
- Primary Writer and Development, Committee for African American History Observances, CAAHO Operations and Programming, 2004, \$8,000