



NYC & COMPANY APPOINTS RONDEL HOLDER SENIOR DIRECTOR OF MULTICULTURAL CONTENT

New York City (November 24, 2020) – NYC & Company, the official destination marketing organization and convention and visitors bureau for the five boroughs of New York City, today announced that Rondel Holder has joined the organization as Senior Director of Multicultural Content. In his new role, Holder will be responsible for creating content with a focus on New York City’s cultural diversity and BIPOC (Black, Indigenous, People of Color) communities. As a senior member of NYC & Company’s Creative/Content Group, he will create content for the organization’s channels including the Webby Award-winning nycgo.com, and develop collaborations with diverse voices and content partners who authentically speak to New York City’s many cultures. He will report into Elan Cole and Jonathan Durbin, Executive Creative Directors at NYC & Company.

CONTACTS

Chris Heywood/
Britt Hijkoop
NYC & Company
212-484-1270
press@nycgo.com

DATE

November 24, 2020

FOR IMMEDIATE RELEASE

“It is a pleasure to welcome Rondel to NYC & Company. With more than a decade of expertise in storytelling and content creation, and his passion for championing Black travelers and multicultural communities, he will be a terrific addition to our team and we look forward to working with him to develop dynamic five-borough content that will inspire locals and visitors alike,” said Nancy Mammana, Chief Marketing Officer, NYC & Company.

Prior to joining NYC & Company this month, from 2014-20 Holder held various Marketing roles at *ESSENCE*, the top media publication for Black women and producer of the largest live event in the US, Essence Festival. Most recently, he served as Head of Marketing Production, a role in which he executive produced branded content across video, digital, print and influencer platforms. He has previously worked for *Complex*, *VIBE* and *Pandora Radio*; has contributed to outlets including *The Points Guy*, *Buzzfeed*, *Ebony* and *Blavity*, and is the founder of *Soul Society 101*, a travel- and food-based blog and content platform engaging a rapidly growing global community of over 100,000 Black travelers.

“As a New York City native, from and residing in Flatbush, Brooklyn, it’s an honor and privilege to represent my hometown in this role. I’m elated to join the NYC & Company team to further spotlight multicultural stories, experiences and opportunities throughout all five boroughs. To amplify and advocate for the countless diverse communities that are an integral part of NYC culture is in perfect alignment with who I am and what I represent,” said Rondel Holder, Senior Director of Multicultural Content, NYC & Company.

Holder holds a Bachelor’s Degree in Marketing from Temple University and a Master’s Degree in Entertainment Business from Full Sail University. He resides in Flatbush, Brooklyn.

For more information about New York City, visit nycgo.com.



About NYC & Company:

NYC & Company is the official marketing, tourism and partnership organization for the City of New York, dedicated to maximizing travel and tourism opportunities throughout the five boroughs, building economic prosperity and spreading the positive image of New York City worldwide. For more information, visit nycgo.com.

-30-

CONTACTS

Chris Heywood/
Britt Hijkoop
NYC & Company
212-484-1270
press@nycgo.com

DATE

November 24, 2020

FOR IMMEDIATE RELEASE