

ICVB Marketing and Communications Team



Sr. Marketing Manager | Kayla Mansour

Leads Digital Marketing Campaigns

Manages Website, Digital Agency (Simpleview) and Vendors

Oversees Social Media and Content Marketing

Directs Special Marketing Projects

Supervises Digital Content Specialist



Advocacy & Community Engagement Manager | Thomas Gandy

Advocacy = Community Understanding and Support

Explains the ICVB's Value to the Irving Community

Builds Relationships with Community Stakeholders and Partners

Leads Community Programs (High Spirited Citizens, etc.)

Represents the ICVB at Events

Tracks Community Impact and Sentiment



Communications Manager | Lori Sirmen

Secures Media Coverage and Press Visibility

Writes Releases, Pitches Stories, Manages Media Relations

Plans and Hosts Media Visits and FAMs

Develops Advertorial and Editorial Content

Tracks and Reports PR Performance



Marketing and Communications Specialist | Breahn Fisher

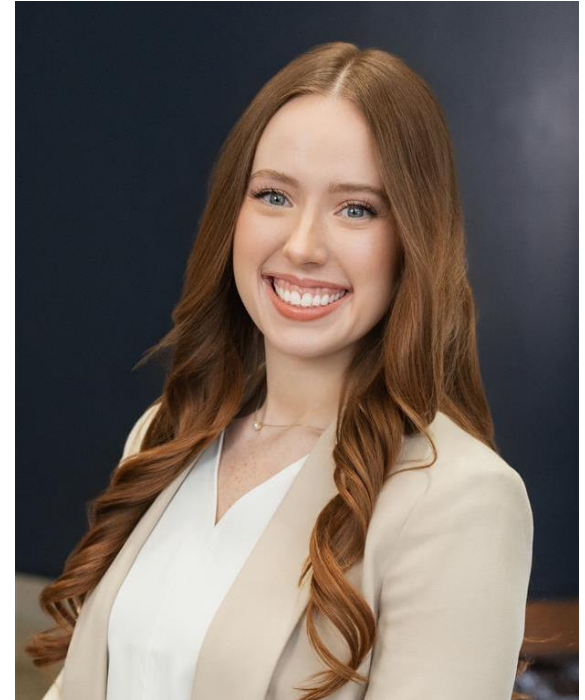
Liaison to Sales Department and Hotel Partners

Manages Website Content, Listings, and Event Calendar

Maintains Digital Applications (SkyNav, Sales App, Sales Portal)

Supports Campaigns and Marketing Projects

Assists with Partner and Platform Needs



Graphic Designer | Genesis Avila

Designs all In-House Visual Content and Marketing Materials

Maintains Brand Standards and Consistency

Creates Digital and Print Assets

Manages Production and Vendor Coordination

Organizes and Maintains Design Assets (DAM)



Marketing and Communications Coordinator | Anabel Espinoza

Supports Day-to-Day Marketing & Communications Work

Manages Collateral Inventory and Fulfillment

Sends Weekly News Brief

Provides Administrative and Team Support

Assists with Logistics, Reporting and Scheduling

