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## Hilton Sandestin Beach Golf Resort & Spa Hires New Director of Marketing

DESTIN, Fla. (April 11, 2012) – The Hilton Sandestin Beach Golf Resort & Spa has announced the appointment of Whitney Lee as its new Director of Marketing. In this position, Lee will oversee all advertising, public relations and social media marketing for Hilton Sandestin Beach, the largest full-service beachfront resort on Northwest Florida’s Gulf Coast.

“Whitney is a great addition to the stellar team here at Hilton Sandestin Beach,” stated Hilton Sandestin Beach Director of Sales and Marketing, Karen Cooksey. “Whitney’s prior marketing and event planning experience, combined with her education and familiarity with Florida’s resort industry and this destination, make her an ideal choice for the position.”

Previously, Lee worked for Emerald Grande at HarborWalk Village in Destin, Fla. as the Event and Marketing Manager. There, she coordinated events and managed social media, public relations and marketing efforts for properties including Emerald Grande, HarborWalk Village, and Regatta Bay.

Lee earned her Master’s Degree in integrated marketing communications at Florida State University (FSU), and a Bachelor’s Degree from the University of Southern Mississippi, where she discovered her passion for branding and marketing while planning social and charity events. During her time at FSU, Lee spent her summers working in Destin and developing strong ties to the area. She currently resides in Destin, Fla.

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### **About the Hilton Sandestin Beach Golf Resort & Spa**

The Hilton Sandestin Beach Golf Resort & Spa, managed by Sandcastle Resorts & Hotels, is located on the sugar-white sands and emerald-green waters of Northwest Florida’s Gulf Coast in Destin, Fla. – one of *Good Morning America*’s “10 Most Beautiful Places in America”, as well as one of Trip Advisor’s “Top 25 U.S. Destinations” in 2011. Aside from its stunning location, Northwest Florida’s largest full-service beachfront resort hotel boasts 598 spacious accommodations, more than 32,000 square feet of award-winning meeting space, a world-class spa and fitness center, five on-site dining venues – including a AAA Four-Diamond restaurant – abundant resort recreation options, access to championship golf courses, and close proximity to the area’s best attractions. For more information on Destin’s premier hotel, visit [www.HiltonSandestinBeach.com](http://www.HiltonSandestinBeach.com), or stay up-to-date with its latest news and promotions on its Blog, [Facebook](#), [Twitter](#) or [YouTube](#).