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Salisbury hires new Communications Director

Salisbury, N.C. (Sept. 4) –The City of Salisbury has named Linda M. McElroy as director of communications. McElroy brings more than 15 years of experience in strategic public relations, multimedia production, internal communications and social media strategy and execution with organizations such as the City of Charlotte, Colonial Williamsburg, Noland Company/WinWholesale and Henrico County Public Schools.

Most recently she held the position of public information specialist with the Virginia State Bar in Richmond, Va. There, she led advertising efforts for Virginia Lawyer and Virginia Lawyer Register Magazine, served as staff liaison to the litigation section's board of governors and managed the statewide, annual Law In Society Essay Competition for Virginia high school students.

She previously held the position of public relations manager for the Richmond Metropolitan Transportation Authority, a political subdivision of the Commonwealth of Virginia. As chief spokesperson for the Authority, McElroy developed strategic marketing communication planning, worked collaboratively with local government jurisdictions on regional initiatives and produced and directed internal multimedia projects.

"I am excited for this amazing opportunity to become a part of the Salisbury community in my new role as communications director," she said. "From the moment I first visited the area, I have found the people of Salisbury to be no less than friendly and engaging. I look forward to working with City Manager Bailey, the staff and members of the community in moving Salisbury forward."

City Manager Bailey states "I am excited to have Linda as part of our Leadership team. She brings a wealth of experience and energy to our organization."

McElroy volunteers with the American Heart Association and the American Red Cross. She is a former board member of the Public Relations Society of America Richmond Chapter and Big Brothers Big Sisters of Greater Williamsburg.

She holds a bachelor's degree in communications from Slippery Rock University of Pennsylvania and a master's degree from Strayer University.

Contact: W. Lane Bailey, City Manager at (704) 638-5222 or lbail@salisburync.gov.

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