

Deschutes Brewery Hires East Coast Field Marketing Manager

Caroline Macdonell is based in the brewery's second home of Roanoke VA

ROANOKE, VA, USA, March 16, 2017 /EINPresswire.com/ -- [Deschutes Brewery](#) has hired Caroline Macdonell as its new field marketing manager for the east coast. She is based in Roanoke, VA and will be the primary contact for all marketing, event and community activities in the region for the Oregon-based brewery. In her new position, Macdonell will work closely with the brewery's marketing and sales teams to develop and execute outreach strategies in the region.

Angela Korish, experiential marketing manager for the brewery said, "Caroline is bringing Deschutes to life for all of our new fans in Virginia and the region. As one of our first people 'on the ground' in our new home of Roanoke, she will help us with our community involvement goals and set us up for continued growth in our east coast markets."

Macdonell is responsible for acting as a liaison with the local community, area influencers and the greater Deschutes Brewery team. She will manage marketing plans, programs, sponsorships and events in her region, while driving sales and company goal integration.

She most recently served as promotions supervisor for Great Lakes Brewing Company in Cleveland, Ohio after holding several positions with the company over the last several years. Macdonell received Master's level training from Cleveland State University in mental health counseling, and holds a Bachelor of Science in Psychology, Spanish and Latin American Studies from The Ohio State University.

About Deschutes Brewery

Family and employee owned since 1988, Deschutes Brewery – Bend's original brewpub – has become the cornerstone of Central Oregon's flourishing craft brew culture. Known for its generous use of whole hops in its defining beers such as Black Butte Porter, Mirror Pond Pale Ale, and Fresh Squeezed IPA, the brewery also keeps fans on the edge of their bar stools with the release of small batch experimental beers each season. Now available in 29 states and Washington D.C., Deschutes' flagship brewpub has been joined by a main brewing facility overlooking the Deschutes River in Bend,



a pub in Portland, and coming in 2021, a new east coast brewery in Roanoke, Virginia. www.deschutesbrewery.com
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