



## **Charlie Vaughn, M.S., CPMC**

The luminous talent and marketing strategies of Charlie Vaughn, has allowed her to become somewhat of a phenomenon in the industry. With over 20 years of progressive marketing experience, Charlie is a gifted professional with a sundry of accomplishments. She specializes in diverse branding solutions for business professionals or established companies looking to grow and scale. She has a proven ability to combine vision and creativity while increasing company revenue and client retention.

While her marketing abilities are unlimited and respected by many, Charlie's inventiveness and savvy for leadership and business development are not to be remised. She is a passionate leader with a personal objective to help women and athletes remember, rediscover and expand upon their divine purpose. Charlie shares, "as a marketing professional it is important that I honor myself by being the culture I want reflected in the company and people that I service. I believe that if people see accomplished dreams in me then they will believe it's possible for them as well!"

A native of Atlanta, GA, Charlie is currently proud to be a part of the revitalization of South Atlanta by serving as the Marketing and Communications Director for both the Aerotropolis Atlanta Community Improvement Districts (AACIDs) and the Aerotropolis Atlanta Alliance (AeroATL). The AACIDs is an aggressive organization that serves as the catalyst for creating an economically strong, safe, vibrant, and attractive region. AeroATL couples this vision by fostering economic growth through education and workforce development. Charlie's ability to strategically manage, market and advertise these two concepts seamlessly is comprehensive by design. The visual appeal and controlled narrative through digital, print, and social media along with key relationships through respected partners, stakeholders, and public officials in the community are invaluable and showcases her talents and commitments both personally and professionally.

Charlie believes that the values of authenticity, integrity, and transparency aligned with humor are fundamental tools for thriving throughout life. Charlie is a graduate of both Louisiana State University, where she received a Bachelor of Science in Kinesiology, and Capella University where she earned a Masters in Psychology. She is also a proud member of Delta Sigma Theta Sorority, Inc.