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Castilo takes new role

MILLIGAN COLLEGE, —Shannon Castillo, of Johnson City, Tenn., has been named director of marketing and community outreach at Milligan College.

In this role, Castillo will oversee and manage Milligan's advertising and social media plans and help the college develop new partnerships and visibility in the Tri-Cities area.

"I am thrilled to serve Milligan College in this capacity," said Castillo. "I am excited to continue the work that Milligan has already done in the community, but I'm also ready to create new opportunities for Milligan to serve our region."

A 1996 Milligan alumna, Castillo worked at Milligan from 1996 to 1999 as an admissions counselor and associate director of admissions. She spent the last 11 years as an executive sales professional with Sanofiaventis Pharmaceuticals, where she was ranked No. 1 in sales in her region in 2009 and 2010.

Castillo has extensive experience in social media and is very active in the local community.

She is an active member of the organizing committee for the Blue Plum music and arts festival in downtown Johnson City.

She is a member of the board facility council and the fundraising committee for the Johnson City Downtown Clinic and also serves as the chair of the Graffiti Hurts Committee, a graffiti abatement program in Johnson City.

"We are excited to welcome Shannon back to Milligan," said Lee Fierbaugh, vice president for enrollment management and marketing at Milligan.

"She brings a blend of two very important perspectives to this new role. She is passionate about Milligan and its mission, and she also knows and serves the local community well."

Castillo and her husband, Jose, have two daughters and attend Redeemer Community Church in Johnson City. She began her work at Milligan on Aug. 3.



Castilo