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PALMETTO GOODWILL NAMES NEW VICE PRESIDENT OF MARKETING AND COMMUNICATIONS

North Charleston, SC – Palmetto Goodwill is pleased to announce Deborah Reynolds has accepted a role as the organization’s new vice president of Marketing and Communications. In this capacity, Reynolds will lead a team in developing campaigns, storytelling, and strategic communications in support of the organization’s mission to provide equitable access to training, education, and employment.

Reynolds comes to Palmetto Goodwill with more than 20 years of experience across the domains of higher education, healthcare, and broadcast media. Most recently she served as director of Enterprise Campaigns and University Communications at the Medical University of South Carolina (MUSC) where she partnered with SCETV to produce an hour-long documentary in observance of MUSC’s bicentennial in 2024.

In her new position at Palmetto Goodwill, Reynolds will lead marketing and communications efforts designed to increase awareness of the myriad education, training, and job placement programs administered by the organization which aim to eliminate the barriers to learning and success and empower individuals and communities.

“We are thrilled to welcome Deborah Reynolds to the Palmetto Goodwill team,” said Brian Itzkowitz, president and CEO of Palmetto Goodwill. “Her proven track record of developing impactful internal and external campaigns and her passion for our vision of ensuring that every member of our community has an opportunity to thrive, makes her the ideal candidate to communicate our community impact throughout our 18-county territory.”

Reynolds expressed enthusiasm for the opportunity to contribute to an organization dedicated to making a positive impact in South Carolina.

“I am honored to join Palmetto Goodwill and look forward to lending my experience to amplify the organization’s impact,” said Reynolds. “There are so many incredible stories to tell about the work being done. I look forward to helping shine a spotlight on the people and programs that are making a huge impact on our state and changing lives. I’m going to be hard at work encouraging our community to get to know more about us and join in!”

About Palmetto Goodwill

Palmetto Goodwill is a non-profit social enterprise whose mission is changing lives by providing equitable access to training, education, and employment. In operation since 1979, Palmetto Goodwill operates 33 thrift stores/donation centers, 9 Career Opportunity Centers and 17 commercial/government contracts to support its mission throughout its 18-county territory. To learn more visit palmettogoodwill.org.