



## **Crystal Abrom, Marketing Director for Visit Howard County**

Crystal Abrom, Marketing Director for Visit Howard County, is in her fifth year with the organization. Throughout her tenure she has led numerous successful marketing campaigns for the organization, including the most recent 'Howard County Hidden Gems'. Her work in seeking out and implementing cutting edge marketing products has helped move the organization forward. Under her leadership, Visit Howard County has taken a lead role when it comes to innovative marketing campaigns. Some of the most notable campaigns include 'Historic Ellicott City - Close to Home, Miles From Ordinary', a re-spin on 'Howard County Restaurant Weeks & Craft Beverages' to emphasize curb-side and drinks-to-go options, and 'Maryland's Korean Way'.

Crystal holds a degree from Bowie State University in Business Administration with a concentration in marketing, holds certifications in Advance Analytics, Digital Marketing, and Foundation of Project Management with Google Digital Academy.

In addition to her work at Visit Howard County, Crystal serves on several community organization committees. She has a strong passion for tourism marketing and helping local businesses grow. She loves to travel and try new experiences with her family and friends. Originally from Kinston, North Carolina, Maryland has become her second home and she would not change it for anything.