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Shumaker Strengthens Presence in the Carolinas with Marketing and Client Development Manager Kelsey Donnelly

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CHARLESTON, SC – Shumaker is pleased to announce the addition of Kelsey Donnelly as Marketing and Client Development Manager in its Charleston office. In her role, Kelsey will develop and execute marketing strategies that elevate Shumaker's brand, highlight its thought leadership, and create opportunities for engagement with clients and communities throughout the Carolinas.

"Kelsey brings strategic vision, creative energy, and deep market knowledge to Shumaker's expanding presence in North and South Carolina," said Erica Shea, Chief Marketing and Business Development Officer at Shumaker. "Her strong regional relationships, combined with her talent for turning market insights into impactful campaigns, will be a tremendous asset as we grow and deepen connections with clients across key markets."

Kelsey draws on more than a decade of experience in real estate, legal, and economic development marketing to advance Shumaker's growth strategy. Most recently, she served as vice president of a national public relations agency, where she created data-driven marketing strategies that supported client growth goals, led crisis communications efforts, and secured high-impact earned media coverage. Prior, she worked with a South Florida-based public relations agency, building industry expertise through partnerships with law firms, real estate developers, financial organizations, and trade associations.

Kelsey is a member of Leadership Broward, Class XXXV, and served on the Board of Directors, Public Relations Society of America (PRSA) Greater Ft. Lauderdale Chapter as well as Broward County's University of Florida alumni organization. She earned her B.S. from the University of Florida in Journalism.

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