

E. Boineau & Company

Strategic Marketing Communications and Public Relations

E. Boineau & Company/Team Bios

Elizabeth L. Boineau, president and owner of **E. Boineau & Company**, is an over 35-year veteran of marketing communications and public relations. She offers extensive management experience in the marketing communications field, with an emphasis on public relations, media strategy and crisis communications serving a host of professional service firms, consumer products, hospitality entities and non-profit organizations.

Elizabeth opened her firm in 1990 in downtown Charleston and reopened it in 1996 after spending six years in senior management positions with the three largest communications firms in the world (in reverse chronological order): Omnicom for Fleishman Hillard in Atlanta (as SVP Healthcare); Interpublic Group for Weber/Shandwick in Atlanta and Miami (EVP Corporate Communications); and WPP for Hill & Knowlton in Los Angeles (Managing Director, Marketing Communications). In these roles, she offered strategic communications planning, insight and counsel to leading national companies.

She has been recognized for excellence by industry peers on numerous occasions. She was awarded the American Advertising Federation's Annual Silver Medal Award in February 2010 for industry leadership and community involvement. For many years, she authored a monthly marketing column for the Charleston and Columbia Regional Business Journals.

Over the years, Elizabeth has served in leadership positions on numerous boards and committees, currently including the Neurosciences and Neurology Advisory Board at Medical University of South Carolina (MUSC) and the membership and sponsorship committees of the Edisto Island Open Land Trust.

Before forming her Charleston-based firm, Elizabeth was director of public relations for the Charleston County School District, the second largest district in the state. Prior to that, she was the marketing officer for C&S Bank (Bank of America) for the Charleston (S.C.) Trident area.

Elizabeth has a Bachelor of Arts degree in Psychology from Randolph College in Lynchburg, Virginia.

Senior Account Director **Melissa Pluta Parker** joined E. Boineau and Company in 2006. She has several years of combined editorial and marketing experience, having acted as the editorial and marketing assistant at The Nautical & Aviation Publishing Company; as assistant editor for *SC Clips*, a subscription-based online news source; and as co-editor for *Yemassee*, the literary journal at the University of South Carolina. In addition to serving as a core team member for E. Boineau & Company, Melissa teaches English at Charleston Southern University.

Melissa, who holds a Ph.D. in English from the University of South Carolina, earned a bachelor's degree from the College of Charleston, where she majored in English and minored in both mass media communications and dance.

Haley M. Metcalfe, senior account manager of E. Boineau & Company, joined the firm in November of 2014. She served two years as assistant account executive, and then went on to pursue a full-time career in sales and marketing for the national medical company, Concentra. In 2018, Haley travelled around the world and returned to E. Boineau & Company in 2019. In addition to strategic communications and public relations, Haley is well versed in marketing, web design, social media management and graphic design. She is a graduate of Radford University, with a bachelor's degree from the School of Communication. Haley majored in public relations and minored in management.

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