

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 and media strategy.

In addition to running her own agency, Elizabeth has served in senior management positions with the three largest communications firms in the world - Omnicom for Fleishman Hillard in Atlanta, Interpublic Group for Weber/Shandwick in Atlanta and Miami, and WPP for Hill & Knowlton in Los Angeles. In these roles, she offered strategic communications planning, insight and counsel to leading national companies.

Over the years, Elizabeth has served in leadership positions on numerous boards and committees (including currently the Zucker Institute for Applied Neurosciences at MUSC and Edisto Island Open Land Trust and recently as Chair of the Advisory Council for Lowcountry Autism Foundation, housed at MUSC). 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 Regional Business Journal.

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.

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 part-time 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, first 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 a national medical company. In 2018, Haley pursued an opportunity to travel internationally and returned to E. Boineau & Company in 2019. She is a graduate of Radford University, with a Bachelor of Science from the School of Communication. Haley majored in public relations and minored in management. While in college, she was an active member of the Public Relations Student Society of America, the National Communication Association Honor Society, and a Panhellenic Council organization, Delta Zeta. As part of her academic studies, Haley was selected as an Account Executive to lead a team of students that created a successful campaign for the Public Relations Society of America designed to increase members.