



Newport News Tourism
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Newport News Tourism Hires New Content Marketing Coordinator

Newport News, VA, March 18, 2024 – Kaylee Fortney has joined Newport News Tourism as its new Content Marketing Coordinator. She will be responsible for implementing web-based marketing strategies to promote public awareness of and increase visitation to Newport News.

Fortney is currently working toward an associate degree in management. She plans to earn a transfer degree toward a master of arts in business administration from Old Dominion University. As a student at Virginia Peninsula Community College, Fortney has maintained a 4.0 grade point average, placing her on the President’s List.

Prior to starting with Newport News Tourism, Fortney worked as a Program Support Specialist with the Center for Apprenticeship and Adult Training at New Horizons Regional Education Centers and as a Digital Media Specialist in its central office over the span of five years. She also worked for two years as a Front Office Supervisor with Holiday Inn Club Vacations & Resorts, cultivating a passion for the tourism/travel industry.

Fortney has earned certificates in Graphic Design and as a Certified Administrative Professional (CAP). Her additional areas of expertise include content management, marketing, customer service, critical thinking, and leadership skills. In her exciting new position, Fortney will be the mastermind behind Newport News Tourism’s digital journey, including managing a new website.

Fortney, a native of Smithfield, graduated from Smithfield High School in 2016. She started with Newport News Tourism on Feb. 26, 2024.

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