

Darcie Plowden

With more than 17 years of experience in magazine and newspaper publishing as well as healthcare marketing, Darcie Plowden now serves as principal of SOSIE Freelance Writing, Design & Marketing in addition to her role as Vice President of the Board of Directors for Triumph Services, Inc.

After earning her Bachelor's Degree in Journalism from The University of Alabama, Darcie worked as a reporter and columnist for *The Outlook*, the daily newspaper in Alexander City, Ala. Returning to Tuscaloosa, Ala., Darcie accepted a job in marketing communications with DCH Regional Medical Center where she worked for three years.

Her next career move took her to Southern Progress Corporation in Birmingham, Ala. For 12 years, she worked in marketing and advertising for SPC's founding publication *The Progressive Farmer*, the nation's largest magazine and website devoted to country living with an audience of 3.7 million people. While serving as Marketing Manager for the magazine, she also completed the *Leadership Development Program*, an intensive year-long training program to enhance leadership skills.

Continuing her career in publishing, Darcie accepted the position of Associate Marketing Director with Hoffman Media, a privately-held, special-interest publisher targeting women with a stable of eight national and regional magazines. As previously mentioned, Darcie now runs a freelance business serving a variety of businesses and non-profits.

Darcie is a past president of the American Marketing Association Birmingham Chapter, a professional group of more than 150 area marketers. She has also been honored with many professional awards through her career including: Addys from the Advertising Federation, Best of NAMA from the National Agrimarketing Association, and a W3 Web award.

She is also a member of Canterbury United Methodist Church in Mountain Brook, Ala., where she teaches Sunday school and serves in the Hearts & Hands outreach ministry. Her other volunteer experience includes work with the March of Dimes, the Leukemia and Lymphoma Society, and World Vision.