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CONTACT: Mandy Crater

678.775.1401

info@homeaidatlanta.org

www.homeaidatlanta.org



CAROL MORGAN JOINS HOMEAID ATLANTA BOARD OF DIRECTORS

ATLANTA, GA – August 31, 2020 – Carol Morgan, President of **Denim Marketing** has joined HomeAid Atlanta’s Board of Directors. As president of Denim Marketing, Carol focuses on marketing strategy and integrating public relations, social media, content and creative to tell engaging stories for clients that garner measurable traffic and show return on investment. Carol will lead HomeAid Atlanta’s newly formed Marketing Committee. This committee will focus on building awareness for the organization as it approaches its 20th anniversary.



Carol Morgan

Carol is a longtime supporter of HomeAid Atlanta and was awarded HomeAid Atlanta’s Trade Partner of the Year Award for 2013. Over the years, Carol has assisted HomeAid with marketing, supported the annual Essentials Drive, participated in HomeAid Care Days, and much more.

“We are delighted to welcome Carol to our board of directors, and look forward to her creativity and marketing expertise,” noted Lori Rousseau, HomeAid Atlanta board president and Sales Manager with Angel Oak Home Loans. “She brings vast knowledge and marketing experience to the board and we look forward to seeing how this raises the awareness of our mission as we strive to continue building hope for people experiencing homelessness.”

Carol is the author of four books, including her latest “Social Media Marketing for Your Business,” published by Builder Books. She is the creator of the nationally-ranked and award-winning www.AtlantaRealEstateForum.com, Atlanta’s most popular real estate news blog. Her Atlanta Real Estate Forum Radio podcast launched in 2011 and features the movers and shakers in the Atlanta real estate industry, as well as nonprofits, attractions, and things to do on the Around Atlanta edition.

Carol serves as the Second Vice President of National Association of Home Builders’ (NAHB) Associates Council. In 2019, she served as one of NAHB Chair Greg Ugalde’s advisors. She is past Membership Chair and past chair of NAHB’s Professional Women in Building Council. Carol was awarded the prestigious 2016 Woman of the Year from the Professional Women in Building.

She is a graduate of Oglethorpe University and the recipient of the 2008 Spirit of Oglethorpe Award, PRSA Georgia Chapter’s George Goodwin Award, the Greater Atlanta Home Builders Association’s 2008 Associate of the Year and 2012 Council Chair of the Year. Carol holds the MIRM (Masters in Residential Marketing), CAPS (Certified Aging in Place Specialist) and CSP (Certified Sales Professional) designations from NAHB.

Carol joins 17 others on HomeAid Atlanta’s board of directors.

HomeAid Atlanta is a nonprofit organization founded in 2001 that builds new lives for families and individuals experiencing homelessness through housing and community outreach. HomeAid builds, renovates, and maintains facilities for nonprofits that serve people experiencing homelessness. HomeAid has completed over 140 projects at locations for victims of domestic violence, teen mothers, veterans and more, utilizing connections with building industry professionals and community organizations. HomeAid also provides essential items like diapers, wipes, and hygiene products to those affected by homelessness. HomeAid is the designated charity of the Greater Atlanta Home Builders Association. Learn more at www.homeaidatlanta.org.

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