



Bryelle Benzing, marketing manager

The VCB welcomes Bryelle Benzing as its newest marketing manager.

In this role, Benzing will help coordinate various events, including the Tourism Annual Meeting, Lee County Day with the Minnesota Twins, as well as industry and community education initiatives. She will also work on our influencer program, consumer and industry websites, integrated media placements and digital content creation.

Most recently, Benzing worked for three years with United Way of Lee, Hendry, and Glades Counties managing their Gifts-in-Kind program. Before that, she served as the marketing and communications manager at the Greensboro Chamber of Commerce in North Carolina.

In 2013, she moved to Lee County to join Florida Repertory Theatre as an intern and worked her way into a leadership role as the director of marketing.

A 2013 graduate of High Point University in North Carolina, Benzing earned her bachelor of science degree in marketing with a minor in theatre.

Benzing resides in Cape Coral with her husband Daniel and their 10-month-old son.

Get to know Bryelle Benzing

- **What is your go-to restaurant in Lee County?** Point 57 in Cape Coral is a special spot for me. It's where my husband and I went after we got engaged and now we try to return every year around our anniversary.
- **What are three interesting facts someone might be surprised to learn about you?**
 1. My photography has been in The Wall Street Journal.
 2. I won a karaoke contest on a cruise when I was a teenager.
 3. I've never had a McDonalds hamburger.

- **Walk on the beach or hike (by Florida standards) in the woods?** I would be happy with either, but I'd chose a hike if I had to pick. We have such amazing wildlife and stunning nature to take in and any trails I can bring my dog on are a big plus.