



Zsavonne Perryman

Director of Marketing and Community Relations
The Hidenwood

Zsavonne is the Director of Marketing and Community Relations for The Hidenwood, an independent living, assisted living and memory care community in Newport News. She leads the promotion of the community's residential living services and is responsible for attracting new residents. Most recently, Zsavonne was a public relations specialist for Ferguson, focusing on the company's 270 showrooms nationwide -- Ferguson Bath, Kitchen & Lighting Gallery. In this role, she wrote news articles, drafted talking points and prepped associates for media interviews.

With more than 12 years of experience in public relations, Zsavonne has coordinated and lead the strategic development of campaigns for numerous local, regional and national brands, resulting in tremendous brand awareness for the client and averted crisis management. A University Honors graduate of the University of Tennessee at Chattanooga, she has a Bachelor of Arts degree in Communications, is a 2015 graduate of LEAD Peninsula and is an Ambassador for the Peninsula Chamber of Commerce.