

Auburn Pharmacy

MEDIA KIT



Auburn Pharmacy Brand Kit

Logos



Typography

Aa

Arteria Std
Compress

Aa

Poppins
Regular

Aa

Above the
Beyond
Script

Aa

Playfair
Display

Aa

Freight Sans
Compressed
Medium

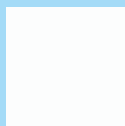
Aa

Brandon Grotesque

Colors



0b2341



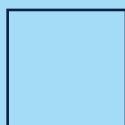
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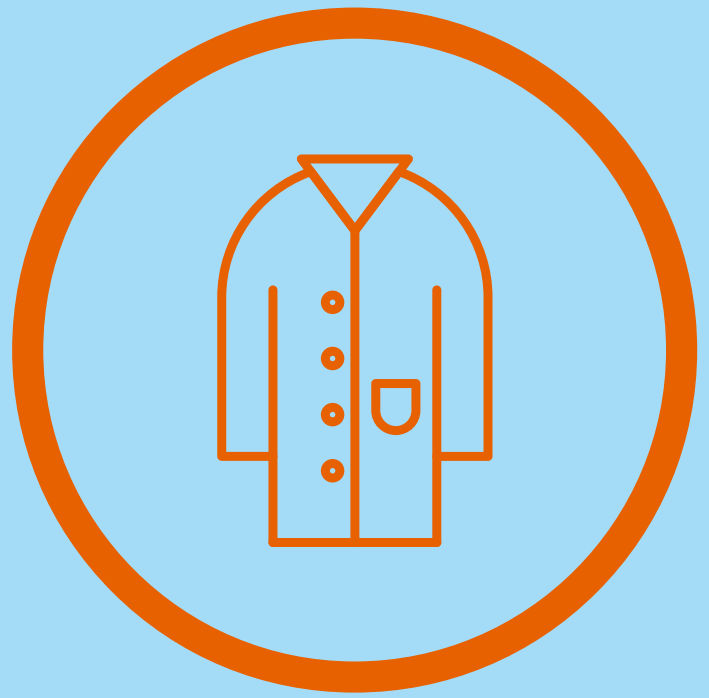
Corporate Profile

About Us

Auburn Pharmacy is a locally owned, independent pharmacy dedicated to providing personalized, community centered healthcare to the Auburn-Opelika area. Originally founded by Chris Fenley and his wife, Nicole, the pharmacy was created with a vision to offer a more relationship-driven alternative to large chain pharmacies. In late 2024, ownership transitioned to Mitchell Norris, who continues to build on that foundation while bringing a strong commitment to patient care and community impact.

Auburn Pharmacy offers a range of services beyond traditional prescription fulfillment, including vaccinations and customized medication packaging to help patients better manage their health. The pharmacy also features a boutique retail space that highlights products from local businesses, further reinforcing its connection to the community.

Serving a diverse customer base of college students, families and retirees, Auburn Pharmacy tailors its services based on the evolving needs of the Auburn-Opelika community. As Auburn continues to grow, the pharmacy remains focused on building lasting relationships and meeting the needs of both new and longtime residents.



Our Mission

At Auburn Pharmacy, the mission is to serve patients to the best of their ability by connecting with the community and ensuring safe, appropriate and individualized care.

Guided by the principle of the Golden Rule, treating others the way you want to be treated, the pharmacy prioritizes trust, respect and meaningful relationships. Every interaction is rooted in a commitment to making patients feel valued, supported and confident in their healthcare experience.



What Sets Us Apart

Auburn Pharmacy stands out by prioritizing relationships over transactions. Unlike large chain pharmacies, the team takes the time to get to know patients personally, often recognizing them by name and understanding their individual needs. This personalized approach allows pharmacists to provide more thoughtful, effective care that leads to better outcomes.

Free from the pressures of corporate metrics, Auburn Pharmacy focuses on delivering a patient-first experience built on trust and accessibility. The pharmacy also actively engages with the local community through partnerships with organizations such as Best Buddies and Auburn High School athletic programs, reinforcing its role as a trusted local resource.

By combining professional expertise with genuine care, Auburn Pharmacy creates a healthcare experience that feels personal, approachable and deeply connected to the community it serves.



Auburn Pharmacy - Executives



Mitchel Norris: Owner

Mitchell Norris is the owner and lead pharmacist at Auburn Pharmacy, where he is committed to providing personalized, patient centered care to the Auburn–Opelika community.

A graduate of Auburn University Harrison College of Pharmacy in 2015, Mitchell began his career in retail pharmacy with CVS Pharmacy before helping open a Walmart Neighborhood Market location in 2016. He later advanced into management, overseeing operations at a Walmart Supercenter in Alexander City for six years. Through these roles, he gained extensive experience in pharmacy operations, team leadership and patient care.

Originally from Greenville, South Carolina, with strong family ties to Birmingham and Auburn, Mitchell developed a connection to the Auburn community at an early age. When the opportunity arose to purchase Auburn Pharmacy, he recognized the potential to make a meaningful impact through locally focused healthcare and took the step into ownership.

As owner, Mitchell manages both the clinical and operational sides of the business, including patient consultations, insurance coordination, compliance, payroll and financial oversight. His approach to care is rooted in building relationships, taking the time to understand each patient's needs and deliver solutions that are both effective and personalized.

Mitchell is especially proud of his journey from pharmacy graduate to business owner, and he is passionate about serving a community that strongly supports local businesses. At Auburn Pharmacy, he and his team strive to treat every customer like family, creating an environment where patients feel known, valued and cared for.

Auburn Pharmacy - Executives



Suzanne “Susie” Stagner: Pharmacist

Susie Stagner is a pharmacist at Auburn Pharmacy who is passionate about providing compassionate, relationship driven care to the Auburn-Opelika community.

A graduate of Auburn University Harrison College of Pharmacy in 2016, Susie began her career with Walgreens, where she worked for five years gaining experience in fast paced retail pharmacy operations. After starting a family, she sought a work environment that better aligned with her personal values and family life. That transition led her to Auburn Pharmacy, where she joined the team as a part-time pharmacist.

Originally from Fayette, Alabama, Susie has known since childhood that she wanted to pursue a career in pharmacy. Inspired by her local pharmacist, whom she met through church, she developed a passion for helping others at a young age and has carried that purpose throughout her career.

At Auburn Pharmacy, Susie plays a key role in daily operations, including workflow management, technician scheduling and payroll coordination. She also specializes in medication packaging, helping patients manage their prescriptions through individualized, easy-to-follow regimens.

Susie is especially proud of earning her pharmacy degree, becoming a mother and contributing to the growth of Auburn Pharmacy. She values the opportunity to work in an independent pharmacy setting, where she can build meaningful relationships with patients and truly get to know them by name.

Her approach to patient care is deeply personal, treating each individual as if they were a member of her own family. She enjoys serving a diverse community of both college students and longtime residents, often acting as a trusted and supportive figure for those navigating healthcare on their own.

At Auburn Pharmacy, Susie believes the difference lies in its people-first approach. Free from the pressures of corporate metrics, the pharmacy prioritizes genuine relationships, expert care and a commitment to serving others above all else.

Auburn Pharmacy - Executives

SudaFred: Mascot



Fact Sheet

Opened in: 2019

Located: 643 North Dean Rd, Auburn, AL 36830

Hours: Monday - Friday 8 a.m. - 6 p.m.

Website: <https://www.auburn-pharmacy.com/>

Social Media Presence



@auburnpharmacy



Auburn Pharmacy



Auburn Pharmacy

Serving the Auburn-Opelika Community



Auburn Pharmacy is very involved in the Auburn-Opelika community and makes a strong effort to support local organizations and events. They have partnered with groups like Best Buddies and local Auburn High School sports teams, showing their commitment to giving back and staying connected to the people they serve. Being a local business, they value relationships and enjoy being a part of what makes the community special.

Their customer base is very diverse, including Auburn University students, families and older residents. Because Auburn is such a growing and changing area, they serve both long-term locals and people who are new to the community. Auburn Pharmacy focuses on getting to know their customers personally and making sure each person feels comfortable, supported and cared for.

More Facts



- Auburn Pharmacy has been in business for seven years now.
- They have five staff members. Four pharmacists and Nicole who runs the boutique.
- They serve 100-120 customers a day and fill 200+ prescriptions

Media Pitch

Subject Line: Local Pharmacist Leaves Corporate Chains to Bring Personalized Care Back to Auburn

To whom it may concern,

A local Auburn pharmacist is taking a different approach to healthcare by stepping away from corporate pharmacy chains and bringing personalized, relationship driven care back to the community.

Mitchell Norris, owner of Auburn Pharmacy, made the transition from large retail pharmacy settings to independent ownership after recognizing the need for more patient centered care. After years of working in chain pharmacies, he saw firsthand how fast-paced, metric-driven environments can limit meaningful interaction with patients.

Now, at Auburn Pharmacy, Mitchell and his team focus on building relationships, taking the time to know patients by name, understand their needs and provide more individualized support. This approach is especially impactful in a college town like Auburn, where students are often managing their healthcare independently for the first time, alongside long time residents who value trusted, local service.

The story reflects a broader trend of independent pharmacies navigating industry challenges, including increasing pressure from insurance providers and large corporate chains, while continuing to prioritize accessibility and personal care.

I would be happy to connect you with Mitchell or a member of his team for an interview or provide additional information.

Thank you for your time and consideration,

Reaghann Welch

Public Relations Student

Auburn University

251.367.5999

Relevant News Outlets

- 1. Outlet:** Opelika - Auburn News
Journalist: John Roach - Editor
Contact: john.roach@lee.net & 484-547-1493
Description: This paper covers local business, healthcare and community stories in Opelika & Auburn.
- 2. Outlet:** Auburn Plainsman
Journalist: Katelyn Smith - Lifestyle Editor
Contact: kes0211@auburn.edu
Description: Auburn University's student-run newspaper covering campus and local Auburn news.
- 3. Outlet:** The Auburn Villager
Journalist: Brian Woodham
Contact: brian@auburnvillager.com
Description: This is local newspaper covering Auburn-area news, events and community-focused stories.
- 4. Outlet:** Village Centre Press
Journalist: Susannah Hodges - Publisher
Contact: Susannah@VillageCentrePress.com
Description: Connects local businesses and residents through community-focused stories and targeted neighborhood content
- 5. Outlet:** The Observer
Journalist: Michelle Key - Editor & Publisher
Contact: Michelle@opelikaobserver.com
Description: This paper highlights the people, places and events of Opelika and the surrounding community, created by locals for locals.

Social Post

Platform:
Instagram



Meet the pharmacist behind your local care!

After years working in corporate pharmacies, Mitchell chose a different path, one focused on people, not just prescriptions. 💊

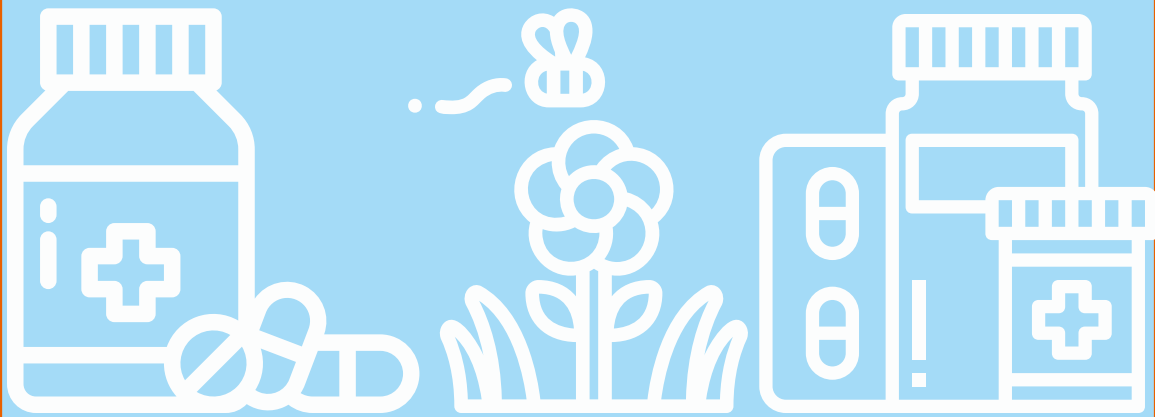
At Auburn Pharmacy, patients come first. From knowing your name to taking the time to answer your questions, it's healthcare that feels personal.

Social Post

Platform:
Facebook

AUBURN
PHARMACY

Spring Allergies got you down?
We can help!



Caption: At Auburn Pharmacy, we take the time to understand your symptoms and help you find the right solution, without the long waits or rushed conversations. 🌹 🌸

Stop by and let us help you feel your best this season!

AUBURN
PHARMACY

Social Post

Have you met SudaFred?



Platform:
Instagram Story

Caption: Meet SudaFred 
Your favorite friendly face at Auburn Pharmacy
Stop by and say hi!

Three Week Social Media Strategy for May

Week 1



Week 2



Week 3



Start date: May 1, 2026

Objective: increase awareness, engagement and in store visits by promoting personalized, community focused care.

Platforms: Instagram and Facebook.

Frequency: 3-4 times a week

AI Usage Statement

All information was gathered directly from interviews with Auburn Pharmacy's executives. I used AI to help with drafting and editing, including organizing the executive bios based on their backgrounds, achievements and education. I also removed elements like Oxford commas and em dashes from the initial draft. AI was also used to help strengthen my media pitch by organizing key details about personalized care, Mitchell and Suzy's stories and the pharmacy's community focus into a clearer, more professional format.