

Services, Specialties & Professional Affiliations

Strategic planning—this notion is at the core of all of our services. We start at 30,000 feet, assessing client challenges, and build a customized program to meet their needs.

SERVICES

- Media relations and publicity for print, online and new media
 - *Media training*
 - *Earned media*
 - *Development of press kits and pitches for media*
 - *Evaluation of tactics*
- Crisis communications
- Start-up/company and product launches
- Digital & Social media
 - *Social media- planning, set-up, management & monitoring*
 - *Ghostblogging*
 - *Newsletter creation and management*
- Internal communication for employees and stakeholder messaging
- Community relations
 - *Speaking bureaus*
 - *Involvement in community events*
 - *Strategic philanthropy*
- Project management- from the first spark of an idea to final delivery, with careful control of budgets, message and deadlines
- Integrated communications/marketing
 - *Rebranding campaigns*
 - *Collateral development (e.g. posters, pamphlets, business cards, etc.)*
 - *Oversee advertising creative, logos, collateral, websites, invitations and more*
 - *Produce PSA's, viral videos, commercials, etc.*
 - *Coordinate media purchasing for print, radio, TV, out-of-home and online channels*
- Copywriting for web, collateral, brochures, press kits, etc.
- Events management
 - *Press events (e.g. press conferences, movie premiere, media dinner, etc.)*
 - *Consumer events (e.g. business dinners, contests, music festivals, etc.)*
 - *Corporate events*
 - *Plant/factory tours*
- Market research- Develop research materials, execute research and promote findings
- Presentation development- for internal or external audiences

SPECIALTIES

Tourism & hospitality

Retail & consumer products

Green & Sustainability/Environmental

Food & restaurants

Nonprofit

PROFESSIONAL AFFILIATIONS

Charleston Young Professionals

Charleston Metro Chamber of Commerce

CVB Travel Council

The Alternative Board

Center for Women

South Carolina Lowcountry Public Relations Society of America (SCPRSA)

College of Charleston, Adjunct Professor