

CAREER OVERVIEW

A senior-level publicist with a history of running a successful PR agency for 10+ years. Detail-oriented and highly diverse team leader, creative writer, storyteller and communicator to all demographics and markets. Known for skills in developing personal relationships and implementing unique campaigns that receive media attention. A proven professional with a “nose for news”, not intimidated by the ever-evolving media landscape, always looking for the newest ways to reach the audience.

CAREER HIGHLIGHTS

- **Launched LRPR** – Lauren Rosenberg Public Relations in 1996
- Phoenix Business Journal showcased LRPR a **leading Phoenix PR firm** (2004)
- Lobbied successfully to CA Food Board on behalf of Houston’s Restaurants to create a **new restaurant food code** allowing public access through a California restaurant kitchen, signed into law by Governor Davis
- Secured 100’s of local and national **television/radio/podcast interviews, national/international newspaper/magazine/online feature stories, and over 50 front-page features** in media outlets, including: London Times, New York Times, New York Post, Los Angeles Times, Houston Chronicle, Chicago Tribune, USA Today, Village Voice, Connecticut Post, Arizona Republic, People, Us, AARP, House Beautiful, etc.
- Created Phoenix dog owner’s cultural landscape by conceiving, producing, and promoting high-profile **pet-themed events**, including stage shows, fashion shows, pet parades and ongoing media attention
- Planned unveiling events and press outreach for Lotus Esprit and Lexus SC 430 **luxury automobile brands**
- Promoted and planned grand openings for **fine restaurant brands** including La Grande Orange (Pasadena), Bandera (Brentwood), White Chocolate Grill, Paradise Bakery (Tucson/Scottsdale), and Mastro’s Steakhouse
- Planned **Beverly Hills Hotel/Jenny Craig** event for Ladies’ Home Journal, ET, and Kirstie Alley
- Planned grand-scale, red-carpet **celebrity events** attracting wide media attention
- Planned and promoted monthly press events for **art galleries** with A-list artists
- Initiated, planned, and supervised high profile charity and **celebrity golf events**
- Created awareness for leadership programs for **Native American youth**
- Promoted **varied brands** including Bikram Yoga, Arizona Theatre Company, Phantom of the Opera, and the National Football League
- Conceived, created, launched, branded, and marketed **Elaine Ryan® Home Decorating Kit**.
- Partnered with The Home Depot as vendor with in-store seminars and product demonstrations.
- Promoted independent films for theatrical releases
- Media coached and styled clients for media and public appearances
- Pitched national potential clients for satellite interviews

CAREER HISTORY

LRPR - Lauren Rosenberg Public Relations

1996 – Present

- Responsibilities include supervising brand development, media relations, marketing, event planning and advertising

FPW Pictures

1995 – 1996

- Director of Public Relations representing automotive brands

SKILLS

- Pitch and solidify local and national press in all media outlets including television, newspapers, magazines, radio and online
- Write bylined articles, blogs, video scripts, social media content, letters, speeches, pitches, press releases, and internal communications
- Plan and execute successful events
- Manage social media campaigns
- Stand in as media spokesperson
- Produce and style promotional videos and ad campaigns
- Prepare, coach, and style clients for media and public appearances
- Art direct corporate brands, logos, collateral, websites, signage and press materials
- Monitor client websites
- Knowledge of AP-style writing and editing
- Proficient in Cision software
- Proficient with all Apple products and MS Office
- B2C and B2B marketing strategies

BUSINESS VERTICALS REPRESENTED

Art	Home Décor	Pets
Automotive	Legal	Professional
Beauty	Literary	Restaurants
Construction	Medical	Real Estate
Entertainment	Online	Retail
Fashion	Non-Profit	Shopping Centers
Government	Military	Sports
Health & Wellness	Personal	Veterans

EDUCATION

Arizona State University

Bachelor of Science (Dean's List)

- Interior Architecture – Major
- Marketing Communications - Minor

Independent Studies ▪

Paris, France

- London, England
- Hjørring, Denmark

SOCIALS

- [Linkedin](#)
- [Facebook](#)
- [Instagram](#)

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