

Jennifer Handshew

Your PR and Marketing Communications Consultative Team Member

Experienced, Efficient and Results-oriented

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More than 20 years of experience gives your agency the support you need, when you need it. My goal is to help you become successful by fostering strong client and journalist relationships in the U.S. and abroad.



BREAK THROUGH AND CONNECT WITH MEDIA IN TODAY'S 24/7 NEWS CYCLE (online, print and broadcast)


- Strategies enable you and your clients to connect and develop long-term media relationships
- Position your client as a trusted, media resource for proactive media relations
- Break through to UK, LatAM and APAC media outlets to expand awareness wherever clients need it
- Enable your UK-based clients to gain traction with U.S.-based press to enable them to grow their operations

OBTAIN STRATEGIC INSIGHT FROM A DIFFERENT POINT OF VIEW (PoV)

- Observes situations from a journalistic PoV – your first line of defense at ensuring your pitch is effective
- Meet your clients' short-term and long-term business goals
 - Provide a strong understanding as to how to connect your client's sales team with PR results
 - Integrate the long-term strategy of IPO and M&A with all PR efforts
 - Set and prioritize clients' short-term and long-term goals on a parallel path for execution

PROVIDE EXPERT CONSULTATION – AT ALL POINTS OF ACCOUNT MANAGEMENT

- PR and marketing communications:
 - Media relations
 - Analyst relations
 - Speakers' bureaus
 - Strategic planning
 - Events (e.g., press conferences, managing press rooms, coordinating events from start to finish)
 - Marketing collateral and content development (e.g., press releases, media alerts, case studies, presentations, bylined articles, blogs, website content)
 - Awards
 - Crisis communications (internal and external programs)
 - Social media
 - Reputation management
 - Brand identity
 - Cause marketing
 - Sales training for sales to leverage PR and marketing materials
 - Website navigation strategies
- Skillfully handles client expectations and empowers and educates fellow staffers to handle any PR situation (e.g., during crises, demanding clients)

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- Advertising and marketing agencies
 - B2B technology
 - B2C technology
 - Financial
 - Healthcare
 - Non-profits
 - Professional services: law
 - Restaurants

HELP YOU INCREASE REVENUES

- Understand the economy to break into new markets
- Develop new business models to increase revenue
 - Add additional service offerings (e.g., analyst relations (paid and unpaid) crisis communications, media training, marketing efforts)
 - Develop affiliate relationships with publications (for ongoing coverage and marketing opportunities)
- Improve agency operations
 - Develop transparent communications within your organization and with clients
 - Reporting that answers clients' questions before they ask
 - Streamline client operations to ensure consistency and efficiency