

Jennifer Handshew

Your PR and Marketing Communications Consultative Team Member

Experienced, Efficient and Results-oriented

 [linkedin.com/in/jenniferhandshew](https://www.linkedin.com/in/jenniferhandshew)

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



PR AND COMMUNICATIONS

- Proactive and reactive media relations
- Reputation management
- Communications audits
- Industry analyst relations (paid and unpaid) - Forrester, Gartner, IDC and the like
- Speakers' bureaus (paid and unpaid)
- Strategic planning
- Awards programs
- Events (e.g., getting media to attend company-held events, holding press conferences, managing your event press rooms, coordinating media coverage at industry-held events)
- Crisis communications (internal and external programs)
- Cause marketing

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

- Strategies enable you to connect and develop long-term media relationships
- Position your company as a trusted, media resource for proactive media relations
- Break through to UK, LatAM and APAC media outlets to expand awareness wherever you need it
- Enable your internationally based company to connect with the US media for coverage to support your growth

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

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

CONTENT DEVELOPMENT

- Analyst presentations
- Biographies
- Blogs
- Bylined articles
- Case studies
- Industry surveys
- Media alerts
- Newsletters
- Press releases
- Speaker presentations
- Use cases
- White papers

SOCIAL MEDIA

- Open up and establish new platforms with your brand and messaging
- Create a single platform that centralizes all social efforts to enable employees to amplify effortlessly
- Develop social media policies for your company
- Audit platforms to determine the most effective ones that will help you meet your goals
- Ensure consistent messaging and branding across all platforms
- Start a two-way conversation with customers and influencers