

Maribel Ferrer
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Innovative and results-oriented senior public relations counselor with expertise in Hispanic marketing.

Summary of Qualifications

Creative and results driven public relations counselor with more than 10 years of experience managing complex projects, with specialty in reaching Hispanic audiences. Solutions-driven leader of multi-city and national programs. Deep cultural understanding of Hispanic demographic and effective at delivering programs that connect with the audiences online, through media and via influencer-driven programs, among other approaches.

Expertise

- Strategic program development
- Hispanic media strategy and relations
- Grassroots initiatives
- Stakeholder relationship management
- Digital Hispanic strategies
- Consumer marketing

Career Achievements

- 2006 PR Week Multicultural Campaign of the Year for Bank of America's Safe Send
- 2007 PRSA Houston Excalibur Award for Grassroots Program for Dawn Botanicals "Mujer Extraordinaria"
- 2004 PRSA Silver Anvil for UPS Peak Season
- 2000 Texas Public Relations Association Best of Texas for SGK "Sing for the Cure"

Employment History/Experience

- **Fleishman-Hillard** **2004–present**
Senior Vice President, Co-Chair, FH Hispania
National co-leader of FH Hispania, Fleishman-Hillard's Hispanic marketing arm, responsible for providing strategic counsel for the portfolio and directing national efforts on behalf of clients in consumer marketing, consumer education, health and other disciplines. Content editor and lead blogger for practice's FH Hispania Plaza (fhhispaniaplaza.com).

Created and managed grassroots consumer programs on behalf of brands, connecting to cultural touch points among Latino communities in Texas, Chicago, Los Angeles and other key cities.

Led strategy development and execution of Federal Trade Commission's Hispanic Outreach program and managed the creation of *Read Up!* and *Reach Out!* bilingual consumer education resources. Coordinated and identified partnerships for the initiative and provided counsel and direction on media relations efforts.

In 2007, earned PRSA Houston Excalibur award for grassroots program "Dawn Extraordinary Women" on behalf of Procter & Gamble.

In 2006, formed part of team that developed, managed, and executed a Hispanic public relations program to promote Bank of America's SafeSend remittances product, which was recognized as Multicultural Campaign of the Year by the *PR Week Awards*.

Part of Office of National Drug Control Policy's team, responsible for content editing on LaAntidrogra.com and executing national communications efforts including partnership development with influencer organization.

Spearheaded Hispanic public relations efforts and served as national Spanish-language spokesperson for AT&T Wireless.

- **Fleishman-Hillard** **1999–2004**
Senior Account Executive to Vice President (Dallas, Texas)

Led national Hispanic public relations activities for SBC (now AT&T), providing strategic direction on media relations, consumer events, grassroots programs and other activities.

Directed and managed the creation and development of AT&T's Spanish-language consumer Web site (today, www.lanuevaatt.com), working with digital experts and leading content management and editing.

Provided media relations and strategic counsel to the White House Office of National Drug Policy, securing national coverage and engaging strategic community organizations as partners in Hispanic-focused initiatives.

Previous to diversity role of SBC, held a variety of posts on the account including serving as lead for consumer marketing proactive and reactive public relations initiatives for the company's then 13-state region. In that role, developed and managed the execution of campaigns, programs and product issues.

Led Hispanic media relations efforts for UPS programs, including Peak Season and Valentine's Day, garnering extensive local and national media placements and contributing to a Silver Anvil win for Peak Season 2004.

- ***El Nuevo Día*, Business Reporter, 1996–1998**

Business writer responsible for covering telecommunications and technology. Lead writer covering the privatization of the Puerto Rico Telephone Company. Wrote regular cover stories for *Negocios* Sunday magazine. Served as deputy day editor for the section.

Education/Qualifications

- M.S. (Journalism), Boston University, 1996
- National Association of Hispanic Journalists Student Campus Alumni, 1996
- B.A. (Comparative Literature/Latin American Literature), University of Puerto Rico, 1994
- Member and Hispanic Section Committee Co-Chair, PRSA Miami 2009, 2010