

PEGGY ROSE!

PUBLIC RELATIONS PROFESSIONAL

PEGGY ROSE PUBLIC RELATIONS

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EDUCATION

University of Massachusetts, Amherst, 1982
Bachelors Degree in Communication

ABOUT PEGGY ROSE PUBLIC RELATIONS

Boutique style PR Firm celebrating its 15th year in business.

Peggy Rose Public Relations brings more than two decades of experience in business, entertainment, hospitality, lifestyle, retail and travel public relations to the proverbial table. As founder and owner of the business, I diligently strive for my clients to stand out among their peers and truly be heard in an eloquent and unique forum.

The integrity of my clients is always respected throughout the process which, at times, can be challenging and daunting. I secure global media coverage for clients and they often gain national, regional and local coverage too.

In 2015, my clients were the lead story in *The Guardian*, the #1 online British publication in the world, as well as on *FOX Business*, *CNN*, *Beijing Monday*, *NY Times*, *WSJ*, and all the Boston and New England media markets too.

SKILL SET

- Media Relations
- Social Media & Web: Facebook/Twitter/Instagram/Periscope
- Image Management
- Crisis Management
- The writing and implementation of Press Releases, Media Advisory, and Photo Opportunities
- Public Speaking/Radio Interviews
- Market Research
- Promotional Campaigns
- People Person
- Customer Service focused
- Deadline and results driven

CAREER HIGHLIGHTS

Pitched and secured Ernie Boch Jr in a featured guest role on a new NATGEO show, *UnderCover Angel*, premiering globally May 2016.

(Note: This information is EMBARGOED until 2016 TBA)

Managed *Ernie Trump 2015*, an incredible event that Ernie Boch Jr hosted for Republican Candidate Donald Trump. Pitched the Trump campaign and then credentialed almost 300 media outlets such as *Beijing Monday*, and all the major dailies, TV's and Radios along the East Coast for LIVE coverage. Secured LIVE Broadcast during the event and Front Page News globally for days afterwards.

Produced, wrote and managed the media coverage of the bid by Ernie Boch Jr in purchasing *The Boston Globe*. I did radio interviews for Ernie such as WBZ-AM, etc. This story went all over the USA. I also handled and expedited the media coordination and coverage of Ernie Boch Jr. saving the Boston University Student newspaper, "The Daily Free Press".

Implemented the idea for *Green Tangerine Spa & Salon* to cut and wash the hair of homeless women from *The Women's Lunch Place* in Boston. The campaign received international media as well as *The Today Show*, *The Boston Globe*, and numerous Boston TV & Radio outlets.

CLIENTELE

■ Ernie Boch Jr. and Subaru of New England

For the past 14 years I have represented Ernie Boch Jr full-time in all his PR efforts including his foundation, *Music Drives Us*. There have been hundreds of success stories, crisis' to manage, and breaking news to deliver.

■ Wicked Good Cupcakes

Massachusetts based, a multi million dollar company that is partners with Kevin O'Leary, aka "Mr. Wonderful", from *Shark Tank*. I do PR for all of their endeavors such as, merging forces with *Cinnabon* for a new cupcake flavor, producing their *Taste of Home Campaign* for our Veterans, and securing placement for them in national and regional publications like *Chronicle*, *BBJ*, *The Boston Globe*, *The Boston Herald*, etc.

■ Empire Loan

This Massachusetts based company is New England's oldest and largest pawn shop. I work closely with the CEO on his Charitable Foundation, new store openings, business stories, etc.

■ Peter H. Reynolds/FableVision

Peter H. Reynolds is a NY Times award-winning Illustrator and Author. He is CEO of *FableVision* and owns a bookstore in Dedham, MA called *The Blue Bunny*. I work with PHR and the *FableVision* team promoting their incredible brand in children's education across the globe thru a variety of PR approved methods. We arrange author readings and children's events for the store. Each year, Peter launches a new book and I conduct the media tours, book signings, readings, etc.

■ The Belgrade Group

The Belgrade Group is a Boston based real estate and hair salon company located throughout New England and New York. I do their real estate business press in the industry trades, newspapers, etc. I implemented a policy of haircuts for the homeless women for one of the salons, *Green Tangerine*, that scored international media attention.

■ The Paper Store

I work closely with the marketing team and do PR for this Massachusetts based privately held family company. They have been prominently featured in various media outlets since I joined the team.

■ Mittcom Advertising Agency

One of Boston's largest ad agencies, I work closely with them on client needs for various projects. I also represent the owner on the 32 radio stations that he owns, specifically with the industry trade publications.

■ Barrett's Haunted Mansion and Barrett's Restaurant Group

I do PR every Fall for one of the best haunted mansions in New England. Just this past season, *Chronicle* featured BHMansion distinctly on their broadcast. I also represent the several restaurants that this viable team own and operate across Massachusetts.

■ Journey Forward

I have donated my time and PR efforts to this amazing organization for the past five years.

■ The Women's Lunch Place

I volunteer my time and efforts to assist the Executive Director, Elizabeth Keeley, with her critical PR needs for these women.