



## SPECIALITIES:

With more than 20 years of experience as a trusted communications professional and experienced storyteller for a Fortune 50 company, Laura brings her skills to AOE as a special projects manager, helping clients reach their target audiences through strategic messaging in marketing, public relations and social media.

# LAURA MERRITT

## ACCOUNT MANAGER • AOE

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## BACKGROUND:

Laura brings a long career in public relations and crisis communications to the AOE team. Having served as the public relations manager for a global telecommunications company for more than 20 years before joining AOE, she has unique expertise in working with local and national media. Specific experience includes developing and executing media strategies for diverse initiatives ranging from product launches to major announcements, as well as serving as a leader on industry-leading initiatives. Her expertise also includes creating alignment with regional and national directives across PR, customer service, marketing, digital, social, training, and HR teams.

Development and implementation of key messages is just one of the areas in which Laura shines. Her career includes the conceptualization and implantation of consumer-centered PR, messaging, and external communications campaigns in support of major product launches as well as aligning the brand and customer experience. In addition, she has helped support PR managers in engaging local area media, ensuring promotion of consistent, high-impact messages across all PR channels. Further, her strategies have proven to increase market share through campaign design and execution, segmenting and speaking to diverse audiences, facilitating media briefings and roundtables, engaging social media influencers, and leveraging customer testimonials to prompt desired actions.

## HER ROLE AT AOE:

Laura provides support in the following areas:

- Writing articles and blog posts for AOE and clients
- Media Relations (writing abstracts, pitches and news releases, and performing out-reach to media to secure coverage)
- Creating and posting content on various social media platforms (Facebook, Instagram, Twitter and LinkedIn)
- Developing thought leadership content and identifying opportunities
- Editing a range of materials including press releases, websites, articles and newsletters

## HER SKILLS INCLUDE:

- Strategic Messaging
- Internal & External Communications
- Media & Community Outreach
- Social Engagement
- Go-To-Market Launches
- Competitor Displacement
- Public Speaking

## EDUCATION

- B.S., The Ohio State University

