



### **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 senior account manager, helping clients reach their target audiences through strategic messaging in marketing, public relations and social media.

## **LAURA MERRITT**

SENIOR 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 crisis communications, social media and supporting and/or leading campaigns ranging from product launches to company rebranding.

Crisis communications and campaign development and implementation are just a few of the areas in which Laura shines. Her career includes the conceptualization and implementation of consumer-centered PR, messaging, and external communications campaigns in support of major product launches and company news as well as aligning the brand and customer experience. In addition, she has helped support PR practitioners in engaging media, ensuring the promotion of consistent, high-impact messages. 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, blog posts and other content for AOE and clients
- Media Relations (writing abstracts, pitches and news releases, and performing outreach 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, whitepapers and newsletters

### **Her Skills Include:**

- Strategic planning and messaging
- Crisis communications
- Internal & external communications
- Media & community outreach
- Social engagement
- Go-to-market launches
- Public speaking

### **Education and Designations:**

- B.S., The Ohio State University