



**FORTY**  
UNDER

**40**

**October 15, 2020**

**#PRSAGA40Under40**





What does success look like? Keep scrolling, and you'll see!

Now in its second year, the Forty Under 40 awards program honors rising stars who excel in public relations, marketing, advertising and/or social media roles, while also giving back to their industry and community. That means actively impacting and growing in their "paying job" then turning around and giving back to where they live and work – a combination needed now more than ever.

This year's diverse group of honorees was nominated by their peers – many receiving several nominations – as true standouts, making their selection by a committee of former PRSA Georgia Chapter presidents and previous Forty Under 40 honorees both easy and hard. The great communicators in the pages below are the people you should know, if you don't already. If they're not trending or in the headlines, they are often making sure their clients, companies or products are!

Take a moment to get to know the game-changers who are breathing new life into communications through new expertise, leadership and innovation.

Thank you to our friends and partners who helped us get this program continue; to the individuals who nominated a friend or colleague; to the legion of former PRSA Georgia presidents who offered their time and insights to select our honorees. We couldn't have done this without you!

As we celebrate, be thinking of exceptional professionals, companies and students who you feel are deserving of this honor for 2021.

Thank you for your support and enjoy the celebration!

Regards,  
Elizabeth McMillan, APR  
PRSA Georgia President

# 2020 PRSA GEORGIA FORTY UNDER 40 AWARDS

## WELCOME

### **Elizabeth McMillan, APR**

President, PRSA Georgia Chapter  
Director, Global Brand and Communications

## INTRODUCTION OF THE INDIVIDUAL HONOREES

### **Jenn Bins**

Vice President, Marketplace Leader, Atlanta  
Ketchum

### **Dwayna Haley**

Senior VP and Practice Director, Brand Innovation & Impact  
Porter Novelli

### **Elyse Hammett, APR**

Vice President of Marketing and Communications  
Community Foundation for Greater Atlanta

### **Neil Hirsch, APR**

Head of Communications, Global Marketing, Commercial & Technology  
InterContinental Hotels Group

### **Karlie Lahm, APR**

Senior Principal Team Leader, Corporate Communications  
Chick-fil-A Inc.

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**PRSA**  
Georgia Chapter

**FORTY**  
UNDER

**40**

**HONOREES**

## PRSA GEORGIA FORTY UNDER 40 HONOREES



*Nikkia*  
**ADOLPHE**

LinkedIn

**Media Frenzy Global**

An enthusiastic and creative storyteller, Nikkia boasts 10+ years of media and integrated communications experience, specializing in strategic brand visibility across PR and digital media channels for a variety of national and international companies. With a diversified background across corporate and agency environments, she currently serves as PR Director for Media Frenzy Global, leading content and strategy through planning, executing and integrating intuitive media strategies for innovative and disruptive brands around the world. A believer in cultivating an inclusive, forward-thinking workplace culture in Communications, Nikkia leads a team of diverse talent.

Most recently, Nikkia spearheaded research culminating in a report, in conjunction with the National Black Public Relations Society (BPRS), on the disproportionate impacts of COVID-19 specifically on black communications professionals. Nikkia is an active board member of the Atlanta Chapter of BPRS and volunteers for the Atlanta Business Chronicle's Mentoring Monday program. She is a frequent contributor to PRNews and O'Dwyer's and most recently, a featured speaker at the National Diversity Council's Georgia Leadership Conference as well as the upcoming PRSA ICON International Conference. An Atlanta native and avid yogi, Nikkia obtained her Bachelor of Arts degree at Georgia State University where she studied Journalism with a concentration in Public Relations.

An information junkie, Emily dives deep into current events, keeping the complex industries and the Full Tilt accounts she supports in mind as she analyzes dozens of daily newsletters in her inbox. Emily synthesizes the data she gathers into easily digestible formats for clients and coworkers alike, identifying trends and best practices along the way. Despite a deluge of information and an evolving social media landscape, Emily balances traditional tactics with up-to-the-minute experimentation for clients and for the team.

With experience in nonprofit and retail management, she brings a diverse outside perspective to marketing, communications and public relations as she pursues additional professional certifications in addition to her current Sprout Agency Partner, Hootsuite Social Media Marketing and HubSpot Inbound Marketing credentials. Emily cares deeply about her community, from her own backyard to nationwide causes, supporting To Write Love on Her Arms, WABE Atlanta, NPR, and the Navy-Marine Corps Relief Society. Because Full Tilt's culture focuses on integrity, empowering others and caring deeply in all things, it's an ideal fit for Emily's commitment to excellence in both her professional and personal life.



*Emily*  
**ARMENTROUT**

LinkedIn

**Full Tilt Consulting**

## PRSA GEORGIA FORTY UNDER 40 HONOREES



*Karissa*  
**BURSCH**

Linked 

**White Cap**

Karissa Bursch is Senior Manager of Communications for the HD Supply Construction & Industrial business, which is in the process of separating from HD Supply and becoming an independent company called White Cap. In her current role, Karissa leads the White Cap Communications Team, which is responsible for all internal communications, external communications and community giving and partnerships for the business. As part of the work to separate from HD Supply, Karissa and her team have most recently led the establishment of independent corporate communications processes and platforms, including the launch of a new company intranet all while continuing to manage all large-scale and small-scale internal communication campaigns on behalf of the business. Karissa also provides dedicated executive communication support and is in the process of building independent public relations and community giving strategies as part of her current role.

Prior to HD Supply, Karissa has more than nine years of experience in corporate communications, public relations and internal communications in the Atlanta-area with organizations such as Fiserv, Novelis and RaceTrac. Karissa holds a bachelor's degree in public relations and Spanish from the University of Alabama at Tuscaloosa.

Kinesia Cato, Public Information Officer, City of Atlanta Department of Watershed Management Kinesia Cato is a communications professional with over seven years of experience in public relations and project communications. Kinesia currently serves as a Public Information Officer for the City of Atlanta Department of Watershed Management (DWM).

At DWM, Kinesia coordinates the external communications strategies for the utility, which provides water services to 1.2 million customers across the Atlanta area. In addition, she leads project communications for the department's \$1 billion Capital Improvement Program, drafts and distributes media advisories and press releases and thrives to build and maintain mutually beneficial relationships with key stakeholders. Kinesia also assists with the execution of strategic communications campaigns.

A native of Atlanta, Georgia, Kinesia attended Georgia State University earning a Bachelor's of Arts in Journalism with a concentration in Public Relations, graduating Cum Laude in May 2015. Kinesia is a member of Public Relations Society of America (PRSA), Black Public Relation Society (BPRS) and the T. Howard Foundation. In 2018, Kinesia received the YoungGov40 Award, being named one of the top government employees under the age of 40 in Atlanta by the Young Government Leaders Atlanta chapter. Kinesia's latest venture serving as a freelance publicist for Black Entertainment Television (BET).



*Kinesia*  
**CATO**

Linked 

**Department of Water-  
shed Management**

## PRSA GEORGIA FORTY UNDER 40 HONOREES



Rachel  
CUSHING

LinkedIn

Lenz Marketing

Rachel Cushing is currently the Media Director for Lenz Marketing, overseeing the agency's social media, digital content, advertising, and media relations initiatives. Throughout her 7+ years in the marketing and communications field, Rachel has worked with clients in the healthcare, nonprofit, higher education, small business, home services, and entertainment industries. She is also a guest lecturer at Emory University's Rollins School of Public Health for the program's Healthcare Marketing course.

Rachel has been an active member of PRSA Georgia since 2013. Her passion for working with (and learning from) the next generation of communications and marketing professionals drove her to join the College Relations Committee in 2014, where she served for the next three years. After taking a short break from the committee in 2018, she returned as a Co-Chair in 2019 where she currently leads year-round advisor relations efforts as well as student programming logistics for the PRSA Georgia Annual Conference. Rachel has also been a panelist for several PRSA Georgia Annual Conference sessions, represented the chapter at various university engagements across Atlanta, and participated in judging both the 2018 and 2019 Richmond PRSA Phoenix Awards. She is also the recipient of the May 2020 Chapter Champion Award.

Kelly Dye is the Vice President of Everywhere Agency, a social media and influencer marketing agency in Atlanta. Her deep understanding of operations, big-picture thinking, and relentless drive have helped her build a track record of successful digital and influencer campaigns throughout her tenure at Everywhere Agency. Since 2018, Kelly has been successful in doubling the agency's billings while leading her team in award-winning campaigns for brands like Macy's, Carter's, FAGE, Autotrader, and Georgia-Pacific.

Cutting her teeth working in traditional media as a Marketing Coordinator with Cox Media Group Jacksonville, Kelly evolved with the changing advertising landscape by joining Everywhere in 2011 as a Digital Account Manager and advanced to Senior Digital Strategist in three short years. During this time, she created and executed digital campaigns for both B2B and B2C clients, including IMAX, Cox Communications, Macy's, UP TV, Autotrader, Heart of Haiti, Promethean, Novelis, and many others.

She has shared her knowledge of the influencer marketing industry by speaking at conferences nationwide, such as The Social Shake-Up, Atlanta Marketing Association, Women in Travel Summit, and the National Conference on Health Communication. Kelly attended the University of Florida (GO GATORS), where she followed her aptitude for marketing, receiving a B.A. in Advertising with a minor in Art History. Kelly and her husband, Peter, recently welcomed their first child into the world and are enjoying the adventure of parenthood while navigating the challenges of 2020.



Kelly  
DYE

LinkedIn

Everywhere Agency

## PRSA GEORGIA FORTY UNDER 40 HONOREES



Alex  
**EBANKS**

LinkedIn

The Coca-Cola Company

Alex Ebanks is a Manager of Brand & Business Communications in the North America Public Affairs & Communications department at The Coca-Cola Company. In her current role, she leads media relations efforts for the company's sparkling portfolio of brands in the U.S. including Coca-Cola trademark and Sprite. Prior to joining The Coca-Cola Company, she held a position as a Senior Marketing Manager at Allied MOXY, the multicultural division of Allied Integrated Marketing. In her role at Allied, she strategically managed and created publicity, promotions and marketing campaigns both nationally and regionally, for entertainment-based clients within the television & film industry.

As a proud HBCU graduate from Spelman College, she received her Bachelor of Arts degree in English with a minor in Writing. Alex is co-chair of the communications subcommittee for the Public Relations Society of America's (PRSA) National Diversity & Inclusion Committee and a board member of Coca-Cola's African American Business Resource Group and Women in Film & Television-Atlanta, a member of Alpha Kappa Alpha Sorority Inc and in 2017, she was named a Top 30 Under 30 HBCU Alumni, on behalf of HBCU Buzz.

Kristen Ellis is a senior account executive at Porter Novelli. Kristen leads corporate communications, social marketing, and brand and reputation management programs for a variety of Porter Novelli clients, from publicly traded companies to nonprofits. Her current accounts include Bayer Crop Science, Soma, Habitat for Humanity and Johnson & Johnson, and her previous client work spans from the CDC to Food Lion.

Kristen graduated from The University of Alabama with a degree in public relations and minors in business and Spanish. Some of the highlights of her career thus far include meeting Steve Harvey and Lo Bosworth, participating in Omnicom's Emerging Stars professional development program and receiving a regional Client Service Excellence Award. Kristen is an active volunteer within PRSA Georgia co-leading the College Relations Committee, and she has also previously served on the Mentorship Committee and Young Professionals Special Interest Group.



Kristen  
**ELLIS**

LinkedIn

Porter Novelli

## PRSA GEORGIA FORTY UNDER 40 HONOREES



*Brien*  
**FAUCETT**

LinkedIn 

**Cox Enterprises**

Brien Faucett is manager of corporate social responsibility and public affairs at Cox Enterprises, a leading communications and automotive services corporation. In this role, he manages a portfolio of national and local community partnerships focused on solving challenges for underserved communities in two strategic areas: environment and STEAM (science, technology, engineering, arts, math). He also directs Cox's nonprofit board placement program.

Prior to joining Cox, he had five years of nonprofit development experience at the Woodruff Arts Center. In 2018, he received the Rising Star Award from OUT Georgia Business Alliance. Brien has a BA in music from Emory University and is currently an MBA candidate at Emory's Goizueta Business School. He is a native Atlantan, and lives in Midtown with his partner Kent and two dogs, Mic and Max.

Sara Freeland is a public relations coordinator for the University of Georgia, where she handles media relations for the university. A storyteller at heart, she currently manages UGA's student stories series and Amazing Student section. She previously served as a reporter for Columns, UGA's faculty and staff newspaper. She was the manager of UGA's Master Calendar, which she oversaw a website redesign in 2009. She has worked for the University of Georgia since 2007. She got her start in journalism and has worked at MainStreet Newspapers, the Athens-Banner Herald and the Oconee Enterprise.

She graduated from the University of Georgia, Magna Cum Laude, with Honors in 2005. In college, she worked as a writer and photojournalist for The Red & Black student newspaper. In her free time, Sara is an avid runner. She served on the Board of Directors Athens Road Runners, where she was secretary and communications director. She helped plan the first Milledge Mile race, and led monthly local trail runs. She lives in Athens, with her police officer husband, three cats and new puppy. She is a graduate student at Middle Georgia State University where she's pursuing a Master of Arts in Technical and Professional Writing.



*Sara*  
**FREELAND**

LinkedIn 

**University of Georgia**

## PRSA GEORGIA FORTY UNDER 40 HONOREES



*Jewanna*  
**GAITHER**

LinkedIn

**Fifth Third Bank Georgia**

Jewanna Gaither is the Marketing Director for Fifth Third Bank Georgia. In her role, she is responsible for leading the marketing and communications strategy with a focus on building the Bank's reputation and developing business and community partnerships. She also serves as the Business Resource Group advisor for all the bank's affinity groups in Georgia. Jewanna is an adept communicator with 10 years of public relations and internal communications experience. Her background includes government and agency communications.

Prior to her role at Fifth Third, Jewanna served as the deputy press secretary for the 59th Mayor of Atlanta, Kasim Reed. In this role, she served as a trusted advisor to the Mayor and was responsible for working with media agencies to inform the public about the Administration's initiatives. During Jewanna's public relations agency experience, she managed accounts for organizations to include Walmart, Coca-Cola, Toyota, Habitat for Humanity and many others. She holds a bachelor's degree in mass communications from Fort Valley State University and a master's of public administration degree from Clark Atlanta University with a concentration in community and economic development. Jewanna is currently a board member for the United Way Young Professional Leaders, Emory's Winship Cancer Institute's Friends of Winship, YMCA Atlanta Head Start & Early Start Policy Council and KSU's CARE. She is also a committee member for Big Brothers Big Sisters of Metro Atlanta's Fashion Play fundraiser event.

Evangeline George is a trusted public affairs strategist with more than ten years of experience developing and executing communications, campaigns, and partnerships for high-profile businesses and elected officials.

Just last month, Evangeline joined Shipt, the same-day delivery service owned by Target, as their Director of Business Communications and Public Affairs. Evangeline previously worked at Uber, where she led the company's communications for eight states in the Southeast and managed issues spreading the breadth of the Uber platform.

Before making a move to the private sector, Evangeline served as Deputy Communications Director and Press Secretary for U.S. House Speaker Nancy Pelosi. She began working for Pelosi immediately after college and was quickly promoted through several positions in the press office, ultimately serving as a primary on-the-record spokesperson for Pelosi and House Democrats.

A graduate of the University of Georgia with a degree in Political Science, Evangeline was selected by the Alumni Association as a "40 Under 40" honoree. She has also been recognized as one of the Orthodox Christian Network's "30 Under 30" and is a member of the LEAD Atlanta Class of 2019.



*Evangeline*  
**GEORGE**

LinkedIn

**Shipt**

## PRSA GEORGIA FORTY UNDER 40 HONOREES



*Tenee*  
**HAWKINS**

LinkedIn

**The Hawkins Group**

Tenee Hawkins is President of The Hawkins Group, a strategic marketing communications agency based in Atlanta, Georgia. Hawkins has more than 15 years of experience in nonprofit leadership, strategic communications, fundraising, stakeholder engagement, media relations and crisis management. Her unique background includes agency and in-house experience in the corporate, government and nonprofit sectors. Under her leadership, The Hawkins Group has worked with a wide range of clients across sectors including Teach For America, Children's Healthcare of Atlanta, Girl Scouts of Greater Atlanta, Charcot Marie Tooth Association, Disney Channels and BNY Mellon. Hawkins also directs public relations for Goodwill of North Georgia, including the media relations program, crisis management, thought leadership strategy and diversity and inclusion communications. She raises mission awareness and public support for the organization, which is ranked as the top Goodwill in the nation for workforce development and operates 67 retail stores. Hawkins began her career in Washington, D.C. at a boutique public relations agency executing communications strategies for Microsoft's Build Your Business Tour, the Gates Millennium Scholars Program and the NAACP Image Awards. A passionate community servant, Hawkins currently serves on the United Way of Greater Atlanta's Cole Women United Cabinet. She and enjoys serving as a mentor in the Sister 2 Sister Alumnae-Students Professional Mentoring Program at Spelman College, her alma mater.

Kristen Hoyman currently serves as the Vice President of Marketing at REPAY, a payment technology and processing provider headquartered in Atlanta, Georgia. In this role, Kristen is responsible for the company's overall marketing initiatives, branding efforts, and internal and external communication strategies. Before joining REPAY, Kristen was a Senior Relationship Manager for the financial institution market at Abrigo, formerly Sageworks, where she was responsible for account management and client success.

She is a member of The Junior League of Atlanta, Inc., a non-profit organization of women committed to promoting voluntarism and developing the potential of women, where she served as the Director of Internal Communications from 2019 – 2020. Kristen received both her Master of Business Administration and Bachelor of Science in Business Administration Marketing from the University of Florida.



*Kristen*  
**HOYMAN**

LinkedIn

**REPAY**

## PRSA GEORGIA FORTY UNDER 40 HONOREES



*Kaden*  
**JACOBS, APR**

LinkedIn

**Doctors Hospital of  
Augusta**

Kaden Jacobs, APR is the Director of Communications & PR at Doctors Hospital of Augusta and is Accredited in Public Relations (APR) from the Public Relations Society of America. He has previously served as a Director at the Richmond County School System and Augusta Metro Chamber of Commerce, all after a career in the United States Navy as a Cryptologic Technician.

He graduated from the University of Louisville with a Bachelor of Arts in Communication and holds a Master of Science in Communications & Public Relations from Syracuse University's S.I. Newhouse School of Public Communications. A native of Louisville, Kentucky, he was named a "Kentucky Colonel" in 2019; the highest title of honor bestowed by the Commonwealth of Kentucky. Kaden was named one of the 2015 "Top 10 in 10 Young Professionals to Watch" by Augusta Magazine and was named one of Georgia Trend's "40 Under 40" honorees in 2017. He is a graduate of Leadership Augusta, Leadership Columbia County, GeorgiaForward's Young Gamechangers, and the Harvard Institute for Superintendents and District Leaders, as well as serving on local non-profit boards.

Despite his professional accomplishments, he is most proud of his work as a father to his six-year-old son, Xavier.

Eugenia leads Brunet-Garcia's creative PR strategy and engagement efforts, spreading awareness about social impact campaigns that tackle some of the toughest issues facing our nation today.

Throughout the course of her nine-year career thus far, she has managed both national and grassroots PR tactics for a portfolio of entertainment, lifestyle and consumer brands. She has a special gift when it comes to ideating unique brand experiences, managing logistics, connecting with consumer audiences, and transforming organizational goals into results across a diverse list of clients.



*Eugenia*  
**JOHNSON**

LinkedIn

**Brunet-Garcia**

## PRSA GEORGIA FORTY UNDER 40 HONOREES



Marissa  
**KANDEL**

LinkedIn

Ketchum

Marissa Kandel is known throughout Ketchum as the media relations counselor who gets the big hits, on demand. As the lead retail and CPG industry media strategist, Marissa provides strategic counsel and support for a variety of clients, including Carvana, Clorox, Frito-Lay North America, Orangetheory Fitness, Target, Wendy's, and others.

Marissa has generated thousands of placements in key major media, regional, local and trade publications. Among the highlights, she brought a Wall Street Journal reporter to a strawberry field in California to demonstrate Wendy's supply chain and how it gets fresh ingredients to restaurants across the country. In addition, Marissa has delivered dozens of national morning show placements, including two in one week for Wendy's.

In addition to earned media, Marissa leads executive visibility programs, securing speaking and earned opportunities for C-suite leaders. She has placed executives at prominent events like Fast Company's Innovation Festival and the Wall Street Journal Future of Everything Festival.

A native of Atlanta, Ga., Marissa is a University of Florida public relations graduate and a member of the Atlanta Press Club.

Macey Kessler is the Corporate Communications Manager at PulteGroup, Inc., one of America's largest homebuilding companies with operations in 40 major markets throughout the country. She is responsible for managing the company's public relations and internal communications strategies. In her current role, Macey led communications for the national launch of Pulte Smart Home, oversaw the company's Great Place to Work certification, and spearheaded its "Dynamic Women in Leadership" video series highlighting PulteGroup's top-ranking female leaders. She is also the host and producer of AMinute with Marshall podcast with the President and CEO.

Prior to joining PulteGroup, Macey was a multimedia journalist at the top-rated television news station in Savannah, Georgia. Her previous media credits include ABC News in New York, WSB-TV and CBS46 in Atlanta.

Macey is a proud graduate of the at the University of Georgia where she earned her Bachelor of Arts in Journalism at the Grady College of Journalism and Mass Communication.



Macey  
**KESSLER**

LinkedIn

PulteGroup

## PRSA GEORGIA FORTY UNDER 40 HONOREES



Allison  
**KOPP**

LinkedIn

**VOX Global**

Allison Kopp is a communications professional with nearly 10 years of experience, based in Atlanta. Currently, she is a vice president at VOX Global, a strategic communications agency headquartered in Washington, DC. She specializes in media relations and is co-lead of the media relations practice at VOX. Allison has developed internal and external communications strategies on a range of issues, including employee communications, stakeholder and community engagement, CEO executive visibility, major organizational milestones, among others. She has also worked on communications campaigns covering topics such as employability, ed-tech innovations, and national coalition and partnership announcements.

Allison has dedicated much of her time to volunteering for women's advocacy efforts. She served as vice president and communications director of the Washington, DC Chapter of the National Organization for Women (DC NOW) for several years. After returning to Atlanta, in 2016, she was named president of and launched the Georgia NOW chapter.

Allison holds a Master's in Political Management at the Graduate School of Political Management at The George Washington University. She graduated from UGA cum laude with a dual degree in International Affairs and Women's Studies.

Kristilyn Whigham Lambert is an established management consultant with more than 10 years of experience developing change management, communications, and organizational development solutions for public and private sector clients. She currently works as an associate at Booz Allen Hamilton, a leading consulting firm, where she manages change communications planning and employee engagement initiatives for clients in the Health market.

A communicator at heart and a believer in the power of sharing stories, Kristilyn is passionate about leading dialogue to increase understanding of complex issues and inspire change. She currently serves as lead of the Booz Allen Hamilton Atlanta African American Network and a member of the firm's Atlanta Diversity and Inclusion Committee where she is dedicated to building a more diverse and inclusive workforce. Kristilyn received her undergraduate degree in political science from Spelman College, and her master's degree in journalism from Georgetown University. Kristilyn has also developed an expertise in change communications and is a Prosci Certified Change Practitioner and received a Change Management Advanced Practitioner certification from Georgetown University McDonough School of Business.

Whether it's through her professional or volunteer work, Kristilyn is committed to using her communications background to help government agencies, nonprofit organizations, and businesses drive change, overcome challenges, and pursue their mission and goals with the right tools and resources.



Kristilyn  
**LAMBERT**

LinkedIn

**Booz Allen Hamilton**

## PRSA GEORGIA FORTY UNDER 40 HONOREES



*Kate*  
**KIEFER LEE**

LinkedIn

Mailchimp

As the Vice President of Communications and Corporate Affairs for Mailchimp, Kate Kiefer Lee leads the company's PR, internal communications, strategic communications, and corporate citizenship teams.

A former magazine editor and copywriter, Kate started at Mailchimp as the company's first writer in 2010. She is the coauthor of the book *Nicely Said: Writing for the Web with Style and Purpose*, and she has spoken about writing and corporate communications at conferences around the world. Kate has a bachelor's degree in Organizational Communication from Northeastern University and a master's degree in Strategic Communication from Washington State University's Murrow College of Communication.

She lives in Atlanta with her husband and two daughters.

Victoria Lightfoot is the founder and principal consultant of Lightfoot Public Relations, a boutique strategic communications firm offering public relations services for the travel and tourism industry.

Victoria has a robust background in media relations, corporate, executive and internal communications, marketing, public speaking and speechwriting. She has secured media placements in publications such as Lonely Planet U.S., Business Insider, USA Today, Travel + Leisure, Ad Age and Variety.

Victoria has also been recognized for her contributions to both the public relations industry as well as the travel and tourism industry. She was recognized by PRSA Georgia as a Chapter Champion in 2016 and selected for Destination's International's prestigious 30 under 30 program in 2017. Victoria also served as the Executive Director of the Atlanta Chapter of ColorComm Network from 2019-2020.

Victoria earned her Bachelor of Arts from Georgia State University, where she majored in Journalism and minored in Hospitality Administration. Prior to founding Lightfoot Public Relations, she held positions with Ideas United, Atlanta Convention & Visitors Bureau, Hope-Beckham, Inc. and Wolf Trap National Park for the Performing Arts.



*Victoria*  
**LIGHTFOOT**

LinkedIn

Lightfoot Public  
Relations

## PRSA GEORGIA FORTY UNDER 40 HONOREES



*Trenise*  
**LYONS**

LinkedIn

**Goodwill of North  
Georgia**

Trenise Lyons serves as a marketing manager of Goodwill of North Georgia. She is responsible for a wide variety of activities at Goodwill from marketing analytics to corporate donation drives. Trenise has been given the responsibility of leading a number of internal, cross-functional teams within the agency. In addition to her work at Goodwill, Trenise co-hosts the Good Works Show, a weekly radio program that highlights organizations, companies and individuals in the metro area doing "good works." To date, more than 300 organizations in Greater Atlanta have been interviewed on the show to share their mission with the greater community.

Prior to joining Goodwill, Trenise spent five years working in community engagement and media relations for a nationally recognized disaster education nonprofit. There she worked with cities across the nation to develop and launch hurricane, tornado, flood and winter weather mitigation programs. Following the devastating tornado outbreaks in Moore, OK, Trenise relocated to Oklahoma to develop and run a storm shelter recovery program for a cohort of national disaster response organizations. Trenise is an active participant in the Atlanta philanthropic community as well. She is a 2019 graduate of the United Way VIP Program and member of the United Way's Young Professional Leaders. Additionally, she actively supports organizations hosted on the Good Works Show through a number of volunteer and promotional events.

Renaë Madison is the Communications Manager/Public Information Officer for the City of Decatur. She is responsible for the city newsletter (Decatur Focus), website, social media and other communications initiatives including serving as the city's public information officer. She is one of the staff liaisons to the city's Better Together Advisory Board, which provides an opportunity for residents with an interest and expertise in the areas of equity, inclusion, and engagement to assist the city in moving the Better Together Community Action Plan forward. Renaë also serves as co-chair to the City of Decatur's Employee Equity Team and Planning Team lead for the employee leadership academy.

In addition to her regular communications duties she is an active member of the DeKalb County Communicators, the Georgia Municipal Association (GMA) Georgia Communicators Group, City-Counties Communications and Marketing Association (3CMA), and Public Relations Society of America.

Prior to joining the City of Decatur, Renaë has spearheaded public relations campaigns following the aftermath of Hurricane Katrina in New Orleans; community outreach and feed the homeless initiatives; and media networking events and social media campaigns.

Renaë holds a bachelor's in Mass Communications and Psychology from Xavier University in New Orleans, Louisiana, and is currently pursuing a master's in Writing and Digital Communication at Agnes Scott College.



*Renaë*  
**MADISON**

LinkedIn

**City of Decatur**

## PRSA GEORGIA FORTY UNDER 40 HONOREES



*Rachel*  
**MAHER**

LinkedIn

**Park Pride**

Since 2013, Rachel has managed marketing and communications for Park Pride — the Atlanta-based nonprofit that engages communities to activate the power of parks — supporting the growth and cohesion of Atlanta’s parks constituency and bolstering the organization’s reputation as the “voice for parks.”

From digital, to print, to social, video, and public relations, Rachel’s breadth of communication experience has helped raise local awareness of Park Pride’s mission and impact, establishing its position as a thought leader in greenspace.

Prior to Park Pride, Rachel introduced Atlantans to the ride-sharing app Uber as area’s first local Community Manager. She’s also served as a Community Development Volunteer with the United States Peace Corps in Morocco, where she focused her efforts on empowering community children with the knowledge, skills, and inspiration to tackle environmental challenges in their village.

Katy Mallory — like many other communicators — enjoys wearing many hats and doesn’t like to sit still. In addition to being a mom, Katy is Director of Internal Communications at Cox Automotive, supporting Sales + Marketing, Digital Content and Mobility — and she is co-founder and CEO of baby products company SlumberPod.

In her current “day job,” Katy is responsible for executive communications and employee engagement for Cox Automotive’s 2,200+ member sales and marketing organization. She also oversees channel strategy and digital content strategy for the digital platforms used by Cox Automotive’s 20,000+ plus team members as well as communications for Cox Automotive Mobility — a new growth area for the company.

You may have seen Katy and her mom Lou on Shark Tank in January when they walked away with a coveted partnership with Barbara Cochran. Katy is especially proud of the company’s sales (25,000+ units in two years), and of co-creating the marketing strategy that’s led to strong sales. Katy has grown SlumberPod’s Instagram following to nearly 30,000 followers and Facebook to 4,500. The company is on track to release several new products this year. Aware of how many people helped her on her journey, Katy regularly and eagerly provides advice to early stage entrepreneurs, especially women.

Katy is a proud graduate of the University of Georgia’s Grady College of Journalism (PR degree). She and her husband share a chaotic yet lively and fun household with their three young daughters and two dogs in Decatur.



*Katy*  
**MALLORY**

LinkedIn

**Cox Automotive**

## PRSA GEORGIA FORTY UNDER 40 HONOREES



*Holland*  
**MCCUE**

LinkedIn

**Delta Air Lines**

Holland McCue is a results-driven marketing and talent operations leader with a proven track record of transforming and building functions from the ground up. Her background spans B2B marketing, communications and employer branding. She currently leads the Employer Brand and Recruitment Marketing team at Delta Air Lines and has held leadership roles at Cox Enterprises and Cox Communications. Additionally, she is a founding board member for the Talent Brand Alliance and contributes to the award-winning human resources site Fitful of Talent.

Holland is a graduate of The Florida State University and lives in Piedmont Heights with her husband and two dogs. When she can, she steals away to visit her family back home in Florida.

Born in Ocean Springs, Mississippi, Lindsay Miles earned a bachelor's in business administration from Mississippi University for Women in 2011. After graduation, she moved to College Station, Texas, where she worked in the Colleges of Engineering and Liberal Arts at Texas A&M University.

During her time at Texas A&M, she served in many marketing and communications roles—all aimed at building relationships with donors and alumni. She grounded her experiences in digital communications by overhauling websites, establishing social media channels and creating content to keep audiences engaged, and running successful email marketing campaigns targeting students, alumni, and donors.

Her notable projects at Texas A&M include serving as a project lead for the university's inaugural participation in SXSW, redesigning the College of Liberal Arts' website, working with retired-NASCAR driver Jeff Gordon to promote a hands-on learning experience for students, and managing groundbreaking event for a multimillion-dollar campus building.

She moved to Atlanta in 2017 and began working for the division of Advancement and Alumni Engagement at Emory University. She oversees digital communications, which include email marketing, social media management and marketing, web development, and video production targeting alumni and donors. She currently lives OTP with her husband and two dogs, Swayze and Oby.



*Lindsay*  
**MILES**

LinkedIn

**Emory University**

## PRSA GEORGIA FORTY UNDER 40 HONOREES



*Mikey*  
**MOONEY**

LinkedIn

**Poston Communications**

Mikey Mooney is a vice president at Poston Communications, where he provides strategic communications counsel to professional services clients in highly regulated industries.

With PRSA Georgia, he serves as the board liaison for the Sponsorships and Partnerships committee. He was also recognized with the Chapter's Rising Star Award in 2017, and he was included among PRNEWS' national Rising Stars in PR 30 & Under in 2019. In 2021, he will serve as Treasurer for the PRSA Southeast District Chapter.

He earned his bachelor's and master's degrees from the University of Georgia's Grady College of Journalism & Mass Communications. Go Dawgs!

As a vice president at The Wilbert Group, Liana Moran leads PR efforts for major real estate and professional service clients. She has secured coverage in top-tier publications such as Bloomberg, The Wall Street Journal and The New York Times. She headed PR efforts around North American Properties' (NAP) opening of Avalon, sale of Atlantic Station to Hines and acquisition of Colony Square, which resulted in coverage in national, trade and local media.

She is focused on developing multifaceted PR strategies that include traditional news media, digital content and social media programs. Liana works with a variety of client teams to set strategy, brainstorm creative approaches and relentlessly execute our programs, ensuring meaningful results are consistently delivered.

As an Atlanta native, Liana is excited about the growth of her city. She believes in developing communities that enhance the quality of life for all. Liana is actively involved on the advisory board for the Atlanta Community Food Bank and the PR advisory board at Georgia Southern University, where she earned her bachelor's degree in Public Relations, won Student of the Year and served as PRSSA President.

Outside of work, Liana enjoys trying new restaurants and coffee shops, walking with her dogs, spending time with her family and painting. She is also passionate about Atlanta's art scene.



*Liana*  
**MORAN**

LinkedIn

**The Wilbert Group**

## PRSA GEORGIA FORTY UNDER 40 HONOREES



*Janelle*  
**PANEBIANCO**

LinkedIn

**Weber Shandwick**

Janelle brings more than a decade of experience with some of the world's most recognizable brands. With roots in consumer lifestyle, Janelle pulls from her experience with household names like Johnson and Johnson's Listerine and Splenda as well as The Home Depot, to inform her savvy and strategic approach to brand campaigns at local and national scale. From celebrity and influencer partnerships to high profile activations, Janelle finds passion in meaningful brand storytelling that moves consumers in an impactful way.

As a Vice President at Weber Shandwick, Janelle's focus on multi-cultural marketing has impacted programming for brands like McDonald's, Mars Food's Uncle Ben's and Unilever's TRESemme, while she takes a general market approach to her work for Mars' M&M'S and The Coca-Cola Company's AHA brand. Janelle is also a vocal driver of DEI and reputation building initiatives for the Weber's Atlanta office. She also sits on the leadership team of the agency's Black employee resource group, NOIR.

Originally from New York, Janelle has called Atlanta home for the past five years, where she enjoys scouring the many home décor boutiques in West Midtown for one of a kind pieces for her home.

Janelle is graduate of the State University of New York at Albany.

Tu-Anh Pham is an experienced marketing professional with more than 10 years' experience managing and promoting employment branding, recruitment marketing and digital marketing. Currently, Tu-Anh is a senior marketing specialist at Cox Enterprises, where she promotes Cox as an employer of choice through digital advertising platforms. Prior to Cox, Tu-Anh worked at The Home Depot, RentPath and Georgia Gwinnett College.

Tu-Anh grew up in Alpharetta and earned her bachelor's in communication degree from Valdosta State University. There she served as president of PRSSA and was an active member with the North Florida PRSA group, where she was recognized with the Student Promise Award.

Today, Tu-Anh serves as a moderator for the Marketing & Communications Women of Atlanta Facebook group. She also volunteers her time with Habitat for Humanity, the Atlanta Ronald McDonald House and Kaboom! Playground builds. She spends her free time attending as many Atlanta sporting events as possible, traveling and playing with her mini labradoodle, Larry.



*Tu-Anh*  
**PHAM**

LinkedIn

**Cox Enterprises**

## PRSA GEORGIA FORTY UNDER 40 HONOREES



*Meredith*  
**PIERCE**

LinkedIn 

**The Wilbert Group**

Meredith Pierce is Wilbert's digital supervisor, overseeing social media strategy, content creation and campaigns for clients. Meredith joined the Wilbert team in 2015, and has worked to increase and hone the firm's digital capabilities and suite of services to offer clients top-of-the-line social media programs including paid social and branded graphics and videos.

With expertise in the real estate and hospitality industries, Meredith crafts and deploys targeted digital strategies to reach the right audience and drive real results for every client. She also enjoys helping with the firm's pro bono work for City of Refuge.

Meredith has a background in restaurant and hospitality PR and a degree in public relations from the University of Georgia. Outside of the office, Meredith loves to travel, box, hike with her rescue dog Gemma and eat her way around Buford Highway.

Jason Rollins has extensive experience at impressive Atlanta-based companies, including: IHG Hotels & Resorts, Children's Healthcare of Atlanta, global agencies like Edelman and MSL, and Arby's, where he was a key member of the award-winning team that delivered the Pharrell Hat & Jon Stewart activations, along with 23 consecutive quarters of same-store sales growth. He has led internal and external communications for large-scale transformation programs for multi-billion-dollar brands, including Crowne Plaza Hotels & Resorts and the Arby's brand revitalization. His work at these organizations have become case studies for our profession, and he has volunteered his time to serve as a speaker or panelist for many PRSA Georgia events and contributed content to various publications so that others can learn from his work.

Since joining PRSA|GA nearly 15 years ago, Jason served as the College Relations Committee Co-Chair for several years, helping to educate future PR professionals on the "Real World." After receiving his Accreditation in 2012, he mentored numerous colleagues going through the process. In addition to making an impact through his involvement in PRSA, he has served the community with his time, expertise and passion. Jason most enjoys giving back by mentoring the next generation of marketing & PR professionals and serving organizations focused on children in need. He has served as a frequent guest speaker and adjunct professor of Marketing & PR at his MBA alma mater, Mercer University.



*Jason*  
**ROLLINS, APR**

LinkedIn 

## PRSA GEORGIA FORTY UNDER 40 HONOREES



*Alison*  
**SAWYER**



**The Arthur M. Blank  
Family Foundation**

Alison Sawyer is the senior director of communications at The Arthur M. Blank Family Foundation. In this role Alison leads all marketing and communication strategies, social media efforts, and media relations for the Foundation. She is motivated by finding the untold story, fueled by endless curiosity and chasing potential and driven by the opportunity to dream up campaigns that create true brand loyalty and belief.

Before joining The Blank Family Foundation, Alison worked in sports and entertainment PR at the Atlanta Hawks, Premiere Exhibitions, The Active Network and the Women's Sports Foundation.

A native Californian, Alison graduated from the University of California Santa Cruz with a bachelor's degree in Pre-Law Studies. She serves on the board of Giving Kitchen, a nonprofit that provides emergency assistance to food service workers through financial support and a network of community resources. Alison and her wife, Ashlyn, have a 10-month-old son Nash.

Sarah began her career with the Metro Atlanta Chamber in 2014 and grew into her role as Senior Program Coordinator of Innovation & Entrepreneurship. During her time, she assisted in growing the innovation ecosystem through supporting Atlanta's many startup hubs and higher-education institutions. She was responsible for developing targeted communications to market Atlanta as an innovation hub. She maintained programs and projects such as; The Open Innovation Forum, Innovation Indicators Project and supported university-based entrepreneur programs.

Prior to joining the Chamber, Sarah gained experience through interning at the Georgia Department of Economic Development with the International Trade team, and at Armstrong Atlantic State University as a teaching assistant in the Education and Foreign Language departments. These roles helped her reconnect with her concentrations in Spanish and International Business.

Currently, she works as a consultant with KWI Communications where she supports clients by creating opportunities for community. For the last two years she has worked on a broad spectrum of internal communications with Chick-filA, Inc.

As a Georgia native and an Atlanta transplant, she enjoys all the city has to offer, from discovering new restaurants and attending concerts to frequenting Piedmont's dog park. Sarah resides in East Atlanta Village with her four year old dog, Finley, and is an active volunteer with Agape, City of Refuge and East Atlanta Community Association.



*Sarah*  
**SHOUP**



**KWI Communications**

## PRSA GEORGIA FORTY UNDER 40 HONOREES



*Erica*  
**SMITH**

LinkedIn

**Porter Novelli**

With a decade of consumer and B2B experience, Erica Smith joined the Atlanta office as an account manager in April 2018. Erica leads the agency team responsible for providing strategy and counsel for grocery retailer Food Lion. She also supports the Bayer Crop Science and Bayer AG businesses, managing out on U.S. and global business programs and events in areas including executive visibility, reputation management, thought leadership, media relations, partnerships and content development. In the Atlanta office, she serves as the Diversity Champion, providing strategic counsel, leadership and programmatic efforts to clients and PN employees.

Prior to joining PN, Erica was the corporate communications and public relations manager at Delta Vacations for nearly two years where she created and executed external communications programs to drive brand awareness and visibility with travel agents and consumers. Her expertise has landed her clients coverage in publications including Forbes, SKY magazine, USA Today, Fast Company, Washington Post, Marketwatch, CNBC, TODAY, Fox Business, The New York Times and Business News Daily, among others.

Erica holds degrees in Advertising and Spanish from the University of Georgia and has spent time abroad living in Southeast Asia and South America. When she's not at work, she is working on The BW Factor, a community she founded to help Black and Latinx women ascend to senior levels within their organizations.

Elisabeth Warrick currently serves as the Brand Communications Manager for First Advantage, a leading global provider of identity and information solutions. In this role, Elisabeth leads brand messaging and manages all internal and external communications.

Previously, Elisabeth managed corporate communications at Cox Automotive, where she supported the Technology and Marketing organizations. In 2015, she received the Up and Coming Marketer of the Year Award from the Technology Association of Georgia (TAG). Earlier in her career, she served as writer and editor for a variety of organizations, including an industry trade publication and regional magazine group.

Elisabeth received her undergraduate degree in Journalism from the University of Georgia and her Master's degree in Business Administration from Georgia Tech. She lives with her husband, JP, and toddler, Lucy, in Roswell.



*Elisabeth*  
**WARRICK**

LinkedIn

**First Advantage**

## PRSA GEORGIA FORTY UNDER 40 HONOREES



*Anna Ruth*  
**WILLIAMS**

LinkedIn

**ARPR**

After a long story that's best told over a beer, Anna Ruth woke up one morning in 2012 and decided to start her own tech PR agency. With just an old laptop, a small family loan and a vision to chart the future of PR, it was game on. Her first employee was her dog, but that quickly turned into more than 20 humans, and ARPR rose to become the 2016 Technology Agency of the Year, a three-time PR News' TOP Place to Work and one of the top 30 largest tech PR firms in the country (O'Dwyers). In 2017, Anna Ruth earned a spot on PR News' 50 Game-Changers in PR list, and in 2015 she was named Early Stage Entrepreneur of the Year by the Metro Atlanta Chamber.

A self-professed traditional PR purist, she's worked with some of the nation's biggest outlets, such as CNN, Fast Company, Forbes, TechCrunch and Wall Street Journal. In addition to pitching journalists and writing long-form, she loves leading messaging sessions, content brainstorming and media trainings for clients. And nothing gets her blood pumping more than a crisis communication situation. When she's not in Delta 10A, Anna Ruth is in endless pursuit of automating her home, watching every documentary on Netflix, covering things in glitter, and taking flight on her yoga mat.

Kristin currently serves in a senior leadership role at Babbit Bodner, Atlanta's premier communications agency that helps gazelle brands – companies in high-growth mode – leap toward their future successes.

She has more than a decade of global PR agency experience leading high-stakes, integrated communications and marketing programs that have been recognized with top industry honors from PRWeek and the Cannes Lions International Festival of Creativity. She has the proven ability to understand cultural trends, business goals and the communications landscape to provide strategic guidance and premium client service to top global companies and emerging businesses alike.

Combining her global agency experience with Babbit Bodner's boutique attention and premium service, in her role at Babbit Bodner, Kristin guides clients to determine the best communications and marketing strategy to achieve business goals.



*Kristin*  
**WOOTEN**

LinkedIn

**Babbit Bodner**



**PRSA**  
Georgia Chapter