
NEWS

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FOR IMMEDIATE RELEASE
May 19, 2010

HMA PUBLIC RELATIONS PROMOTES BETH WILKINSON TO ACCOUNT EXECUTIVE

HMA Public Relations, recognized regionally as a leader in public relations and marketing communications, has announced the promotion of Beth Wilkinson to account executive.

Wilkinson previously served as an account coordinator and has been with the firm since early 2008. As an account executive, her responsibilities include management of client accounts, traditional and social media relations, strategic planning, writing, event planning, issues management and blogging.

Wilkinson is an active member of the Public Relations Society of America (PRSA) and is a committee member for the Phoenix chapter's new professionals special interest group. She is also co-chair of the committee responsible for the planning and execution of the chapter's annual prestigious award ceremony – the Copper Anvils.

Wilkinson received her Bachelor of Arts in Journalism and Mass Communication and her minor in Spanish from Arizona State University *magna cum laude* in 2008, also graduating from the school's Barrett Honors College.

A San Diego native, Wilkinson now resides in Phoenix.

HMA Public Relations is a full-service marketing communications agency whose experience encompasses work in the traditional marketing communications disciplines

including public relations, traditional and social media relations, marketing communications, issues management, community relations and special events.

Located at 3610 N. 44th St., Suite 110 in Phoenix, HMA Public Relations can be reached at (602) 957-8881. Its web address is www.hmapr.com.

HMA Public Relations is also a founding member of the Public Relations Global Network (PRGN). Formed in 1992, PRGN currently has member agencies in countries across North America, South America, Europe, Australia, Asia and Africa. Agency members are independent, owner-operated public relations and communications agencies sharing expertise and resources. More information on PRGN can be found at www.prgn.com.