

# GET THE SCOOP FROM AD/PR ALUMNI

Members of the Advertising/Public Relations Alumni Network Board of the Bellisario College of Communications will be on hand for their annual mentoring & networking event with Bellisario Students.

The program begins at 2:30 p.m., Friday, February 7, 2020, in Robb Hall of the Hintz Alumni Center and will feature make-your-own Berkey Creamery ice cream sundaes.

## The following alumni are expected to attend:



**JOE BERWANGER** ('70) Broadcasting  
Owner/President, Innovations Marketing Group;  
Executive Vice President, ContentWISE; Partner, B&C Holdings

Cell: 248-303-9106 | Email: [berwanger1@gmail.com](mailto:berwanger1@gmail.com)

### Expertise

- broadcast TV production and operation of TV stations
- market research, contract negotiations
- websites/social media

### Subject Matters

- crisis communications for major market TV stations
- award-winning documentary producer
- strategic business plan development



**KATIE BLITZ** ('16) Advertising/Public Relations  
Senior Account Executive, Sports/MediaTech, DKC

Cell: 347-620-8214 | Email: [katie\\_blitz@dkcnews.com](mailto:katie_blitz@dkcnews.com) / [blitzkathryn@gmail.com](mailto:blitzkathryn@gmail.com)

### Expertise

- Strategic media relations
- Client/agency relations
- Developing messaging and strategy

### Subject Matters

- Sports and media/publishing industries
- Transitioning from in-house to agency
- Working with non-profits and start-ups



**KATHY HEASLEY** ('83) Advertising  
Founder & President, HEASLEY&PARTNERS Inc.

Work: 480-837-7445 | Cell: 480-209-7293 | Email: [kheasley@heasleyandpartners.com](mailto:kheasley@heasleyandpartners.com)

### Expertise

- creative advertising and branding strategy
- advertising/PR campaign development
- copywriting
- ad/PR research

### Subject Matters

- successful branding campaigns for Cold Stone Creamery, the state of Arizona, Massage Envy, books/authors, and entrepreneurial businesses
- networking/people connections to advance careers
- strategic communications and branding that connects with the heart to markets/audiences



**BECKY KITLAN** ('07) Advertising  
Vice President, Creative Director- Rauxa

Cell: 570-575-1252 | Email: [beckykitlan@gmail.com](mailto:beckykitlan@gmail.com) | Portfolio: [beckykitlan.me](http://beckykitlan.me)

### Expertise

- 360° Advertising/Creative campaigns
- Creative storytelling
- Content Creation (video/experimental)
- Creative strategy
- Creative team management
- Agency/client relationship

### Subject Matters

- Art Direction/Graphic Design
- Copywriting
- Digital Marketing
- Social Media
- E-commerce
- Branding



**STEVE LAMPERT** ('74) Journalism  
Adviser, Lampert Public Affairs LLC

Cell/Work: 302-373-1704 | Email: [steve.lampert@verizon.net](mailto:steve.lampert@verizon.net)

**Expertise**

- global pharmaceuticals corporate affairs and product PR integration and strategy
- crisis communications
- management of 32-person PR team
- PR agency management
- media relations

**Subject Matters**

- co-creator of National Breast Cancer Awareness Month
- crisis planning for drugs under attack
- legal and regulatory ethics in PR
- client/agency relations
- media relations for 1984 LA Olympics food/transportation services
- PR agency startup in large full service ad agency



**AMANDA OEY** ('07) Advertising/Public Relations and International Politics  
Senior Communications Manager, S&P Global Market Intelligence

Cell: 516-949-6976 | Email: [oeey.amanda@gmail.com](mailto:oeey.amanda@gmail.com)

**Expertise**

- media relations
- executive positioning
- client account management
- strategic communications advisory

**Subject Matters**

- corporate positioning campaigns
- lifestyle media relations
- client/agency relationship management
- PR campaign development and execution



**LAUREN RAISL** ('03) Advertising/Public Relations  
CEO, Purple Ocean Ventures

Cell: 610-420-4836 | Email: [lauren.raisl@gmail.com](mailto:lauren.raisl@gmail.com)

**Expertise**

- advertising revenue generation
- digital media metrics and advertising
- advertising campaigns
- media planning
- ad/PR research and methods

**Subject Matters**

- brand establishment
- digital advertising partnerships
- client/agency relations
- brand valuation studies
- global media and digital practice creation



**RICHARD RAPP** ('79) Advertising  
President, Altamira

Cell: 203-571-8861 | Email: [rrapp@thinkaltamira.com](mailto:rrapp@thinkaltamira.com)

**Expertise**

- advertising campaign development
- agency/client relations
- strategic communications
- branding, design and new product development

**Subject Matters**

- developed strategy for Folger's "best part of waking up" ad campaign
- brand development for 60 large brands, including Procter & Gamble, Seagrams, Nabisco, Miller Brewing
- integrated advertising/marketing campaigns
- co-founded brand consultancy and own agency



**TOM RESAU** ('99) Advertising/Public Relations  
Senior Vice President, W2 Communications

Cell: 703-622-9601 | Email: [tom@w2comm.com](mailto:tom@w2comm.com)

**Expertise**

- media training for spokespeople
- executive and company profile/placement campaigns
- media relations and product/brand launches
- event planning and execution (panels, town halls, conferences)
- crisis communications strategist
- speechwriting and written content development

**Subject Matters**

- strategic communications planning
- media relationships and media pitching
- crisis communications planning
- communications alignment and measurement
- new product and services launches



**SUZANNE SCHULNER** ('08) Advertising/Public Relations  
Account Executive, getTV at Game Show Network

Cell: 856-296-7213 | Email: [ses997@gmail.com](mailto:ses997@gmail.com)

**Expertise**

- television advertising sales
- media strategy
- client/agency presentations
- performance/direct response marketing
- client/agency relationships

**Subject Matters**

- network/agency relationships
- integrated advertising/marketing campaigns, television sponsorship
- performance marketing/direct response television execution
- prospecting new clients
- direct to consumer/DTC clients



**JEREMY SMITH** ('09) Advertising  
Vice President, Head of Growth- Reprise Digital

Cell: 717-773-0226 | Email: [jas5799@gmail.com](mailto:jas5799@gmail.com)

**Expertise**

- digital media planning and execution (programmatic, social, search)
- business operations/advertising operations
- agency new business RFP/RFI process management
- creative development project management

**Subject Matters**

- client/agency relationship
- integrated advertising/marketing campaigns
- digital advertising partnerships
- global media and digital best practice creation



**RACHEL STEINBERG** ('14) Advertising/Public Relations and Sociology  
Manager, Global Partnership Strategy, Brooklyn Nets

Cell: 610-405-0899 | Email: [rsteinberg330@gmail.com](mailto:rsteinberg330@gmail.com)

**Expertise**

- advertising creative strategy
- advertising campaigns and partnerships
- client/agency relations
- corporate relationship management

**Subject Matters**

- applying an advertising degree to sponsorship
- marketing and sponsorships for professional sports teams and venues
- NYC working/living environment (moving as a recent college graduate)
- networking/power of LinkedIn



**KATHY SWIDWA** ('13) Journalism  
Communications Strategist, Penn State College of The Liberal Arts

Work: 814-865-8927 | Cell: 717-405-7746 | Email: [kea5102@psu.edu](mailto:kea5102@psu.edu)

**Expertise**

- strategic communications methods/campaigns
- higher education brand strategy
- social media marketing
- email marketing

**Subject Matters**

- higher education public relations
- fundraising and alumni relations
- marketing to Gen Z and Millennials
- working at Penn State after graduation



**BRENNA THORPE** ('12) Advertising/Public Relations and Communication Arts and Sciences  
Associate, Booz Allen Hamilton

Cell: 412-523-0275 | Email: [brenna.thorpe@gmail.com](mailto:brenna.thorpe@gmail.com)

**Expertise**

- strategic communications methods/campaigns
- ad/PR research
- consulting work (with a PR degree)
- social marketing and behavior change

**Subject Matters**

- integrated and award winning PR campaigns to drive change using behavioral science
- life in a management consulting firm
- federal government interactions/projects
- strategic communications and strategy targeting energy and sustainability

# GET THE SCOOP FROM AD/PR ALUMNI

In addition to members of Advertising/Public Relations Alumni Network Board, additional Penn State alumni are expected to attend the board's annual mentoring & networking.

**The following alumni are expected to attend:**



**JACK HORNER** ('89) General Arts & Sciences  
President, Hornercom Inc.

Email: [jack@hornercom.com](mailto:jack@hornercom.com)

**Expertise**

- PR firm owner/operator since 1993
- Strategic communications planning
- Brand and reputation management
- Media relations & crisis communications



**ROCCO IMPREVEDUTO** ('99) Telecommunications  
Head of Marketing, Wolters Kluwer Legal & Regulatory U.S.

Email: [rocco.impreveduto@wolterskluwer.com](mailto:rocco.impreveduto@wolterskluwer.com)

**Expertise**

- B2B & B2C Marketing, Sales, Operations Executive
- Business (specifically Marketing & Sales) Transformation
- Strategic Partnerships & Revenue Generation / Acceleration
- Digital Marketing / e-commerce
- Traditional, Digital, & Emerging Media



**MELANIE QUERY** ('98) Advertising/Public Relations  
President / Founder, Beyond Spots & Dots

Email: [mquery@beyondspotsanddots.com](mailto:mquery@beyondspotsanddots.com)

**Expertise**

- Expert at Corporate, B2B & Consumer Marketing and Advertising
- Strategic Planning for Business Growth
- Media Buying, Website Development and SEO, Social Media Management, PR
- Specialist in Digital Marketing
- Speaker and Mentor



**DAVID WILSON** Economics  
Vice President, Performance Marketing and Analytics, Zozimus

Email: [braveheartdesign@gmail.com](mailto:braveheartdesign@gmail.com)

**Expertise**

- Performance Marketing including SEO, SEM, display/programmatic advertising
- Go To Market strategy, planning and execution
- Analytics
- Media Planning