

Rhino Public Relations Promotes Jennifer Shelby, CPSM to Account Director



SOUTH HAMILTON, Mass. – June 22, 2011 – [Rhino Public Relations](#), a specialty public relations and marketing agency, announced today that Jennifer Shelby, CPSM has been promoted to Account Director. In her new role, Jennifer will continue to be responsible for developing, managing, and executing PR programs to support Rhino PR clients and working directly with Principal Susan Shelby, CPSM on business development activities for Rhino PR.

“In the last four years, Jen has skyrocketed her career from a junior graphic designer to an accomplished, confident and driven public relations and marketing professional with a recognized reputation and a trail of achievements across the AEC industry,” said Susan Shelby, CPSM, founder and principal of Rhino PR. “Her impact on our firm and our clients’ success is impressive, and her colleagues and clients alike rely on her focus, keen perspective, tremendous attention to detail, and passion for her work. We congratulate Jen on this well-deserved promotion.”

Rhino PR is a full-service public relations and marketing practice focused on meeting the unique needs of professional services firms. With customized services based on each individual client’s goals and budget, Rhino PR supports clients’ existing communications staff or provides fully outsourced PR and marketing services for long-term programs or short-term projects. Helping companies “take charge” of their PR and marketing initiatives, Rhino PR delivers committed personal service that increases brand awareness and drives revenue.

Jennifer has worked in the AEC industry for over 13 years and at Rhino PR since 2007. Wholly dedicated to serving Rhino PR’s clients, her current accounts include GEI Consultants, Hobbs Brook Management, LLC, Payette Associates, and Integrated Design Group. Jennifer’s client work has resulted in numerous industry awards for both Rhino PR and her clients. Under Jennifer’s account leadership, both GEI and Hobbs Brook Management have won media relations awards in the SMPS National Marketing Communications Awards (MCA), SMPS Boston Recognizing Outstanding Communications (ROC), and Publicity Club Bell Ringer award programs.

Jennifer has been a member of the Society for Marketing Professional Services (SMPS) since 2005 and earned CPSM certification in 2009. As a member of the SMPS Boston Communications Committee for six years, she worked on the award-winning redesign of the Chapter's web site, managed all national website updates for the Boston chapter, and wrote a training guide. Jennifer served on the New England Regional Conference (NERC) committee in 2009 and 2011, providing graphic design services and creating branding and collateral pieces for each conference. She also spent two years as the 'Insights' newsletter copy editor for the American Council of Engineering Companies (ACEC) Massachusetts Chapter and developed the association's brochure.

Jennifer joined Rhino PR with a wide range of marketing and graphic design skills. Previously, she was a graphic designer with SEA Consultants, Inc., a leading civil and environmental engineering and architectural firm. She also worked at GZA GeoEnvironmental Inc., where she was responsible for the management and design of corporate literature, coordinating all the marketing data and presentations, and functioning as the marketing liaison between 19 offices.

Jennifer graduated from Boston College with a Bachelor of Arts in English and took certificate classes in graphic design at the Rhode Island School of Design.

About Rhino Public Relations

Rhino PR is a full-service public relations and marketing practice focused on meeting the unique needs of professional services firms. Our customized, personal approach has delivered success for some of the most well-known and respected professional services firms in the greater Boston area, which we are honored to count as longstanding and trusted clients. For more information, please visit www.rhinopr.com.

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