

Rhino PR Promotes Shelby

South Hamilton, MA - Rhino Public Relations announced that Jennifer Shelby, CPSM has been promoted to account director.

In her new role, Shelby 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.

Jennifer Shelby has worked in the AEC industry for over 13 years and at Rhino PR since 2007. Her client work has resulted in numerous industry awards for both Rhino PR and her clients. Under



Shelby

her account leadership, both GEI and Hobbs Brook Management have won media relations awards in the Society for Marketing Professional Services (SMPS) national marketing communications awards.

Shelby joined Rhino PR with a wide range of marketing and graphic design skills. Previously, she was a graphic designer with SEA Consultants, Inc. She also worked at GZA GeoEnvironmental Inc.

She has been a member of the SMPS since 2005 and earned CPSM certification in 2009.

Photo by Frank Monkiewicz.