

FOR IMMEDIATE RELEASE

Amanda Savio, asavio@mintz-hoke.com, 860-679-9744

MINTZ + HOKE POSITIONS ITS PUBLIC RELATIONS DEPARTMENT FOR GROWTH WITH NEW HIRES AND STRATEGIC SHIFT

AVON, Conn. – (March 14, 2022) – Mintz + Hoke, an advertising agency 50 years strong, is proud to announce four new public relations professionals are joining its expanding PR practice, positioning the agency for market growth and leveraging industry changes.

The PR landscape has changed drastically over the last few years. Thinking about the end consumer, and how Mintz + Hoke can best serve these audiences, the agency made the strategic decision to align their media practice and their public relations practice in one comprehensive media division. With this strategic move, the PR department is now overseen by President, Media Only and Principal, Media, Sara-Beth Donovan.

“It is time to think of media with a Big M!,” said Donovan. “All things media move our client’s customers to conversion whether through paid advertising campaigns, sponsored content or earned media. The alignment across all media disciplines meets the customers where they are today.”



Bob Bernarduci of Avon joins the team as the Director of Public Relations, where he is responsible for the overall flow and quality of work throughout the PR practice. Bob holds a Bachelor of Science in Business Administration from Bucknell University.



Amanda Savio of Plainville joins the agency as a PR Account Supervisor, where she will oversee both client and agency public relations strategies. Amanda holds a Bachelor of Arts degree in English with a Journalism concentration from Central Connecticut State University.



Lindsay Trobel of Torrington joins Mintz + Hoke as a PR Account Executive, where she will execute and support day-to-day client activities such as pitching press releases, arranging interviews with journalists and monitoring clients' media coverage. Lindsay holds a Bachelor of Arts degree in Communications with a concentration in Public Relations from Marist College and will receive her Master of Business Administration from Western New England University in Dec. 2022.



KaLyn McCullough of Hartford joins the team as a PR Coordinator. Her responsibilities include assisting with the day-to-day management and execution of client and agency projects such as public relations and marketing communications. KaLyn holds a Bachelor of Science degree in Advertising Management with a concentration in Public Relations from Michigan State University.

About Mintz + Hoke

Mintz + Hoke, an Immersively Different full-service advertising agency 50 years strong, today offers an array of creative, research, strategy, design, digital, media, public relations, analytics and brand activation capabilities. 40 Tower Lane, Avon, Connecticut 06001 | 860-678-0473 | www.mintz-hoke.com. The agency has been recognized as one of Connecticut's Top Workplaces by the Hartford Courant and FoxCT, as well as the Hartford Business Journal.

###