

Jeannie McLaughlin

Global Public Relations Director

services

Media Genius
Public Relations Specialist

professional profile

This exceptional superstar keeps a low profile but don't underestimate her ability to take a story to the world or generate press-triggered leads for an enterprise. Although a gifted publicist, Jeannie has a rare genetic quirk: the "e" gene; an entrepreneurial disposition for driving revenue for companies by leveraging stories that attract buyers (not just press) to their products and services.

Beyond the typical story-spinning skills of most PR reps, Jeannie has transformed Jump Lab's corporate communications division into a business development asset. - Rare in most firms. However she still maintains the fundamental publicity service structure too. Specifically, press strategy, story development, release drafts, media calls, interview coordination and so on.

Her success is measured by her ability to do her job on time, on budget and deliver press campaigns that produce quality media exposure for the firm and Jump Lab clients. (See page two for examples of the results she has created.) Jeannie's conscientious efforts for relationship-building communication, inventiveness, and sincerity make her effective and a joy to work with every day. Her approach is complemented with pinpoint press hook ideas, the ability to coordinate a multi-level campaign and the mindset to analyze opportunities. Whether small or global in scope, Jeannie can coordinate virtually every dimension of a media campaign or press tour - local, regional, national to worldwide.

Today, she has also morphed into a professional in her field that stays on top of emerging publicity methods, enabling her to optimize Internet marketing, online social networks, e-learning, video, and pod casting in the marketing arena too. - Something many of her peers have yet to capitalize on.

Jeannie is proud to note that she sustains strong media ties with contacts at the:



- Washington Post
- Chicago Tribune
- Los Angeles Times
- Austin Business Journal
- Dallas Morning News
- CNN, ABC, CBS, Fox

event coordination

Jeannie has proven tracking, vendor, and reporting skills in regards to supervising the dynamics of a promotional event and an attentive eye for the details that mean the difference between a good and a superior program.

Well traveled, Jeannie's ability to immerse herself in a culture (country or corporate) equips her with the ability to bring the life out of a story. Tailoring every story to the ideal delivery method and clients specific needs is her job; yielding sensational results is her gift.

Personal

Jeannie earned a Bachelor of Science degree in International Relations with a minor in Communications at the University of Colorado, Denver. Jeannie volunteers her time as a teacher to 9 year olds on the weekend and is a mother of a future Junior PGA Golf Pro and spends her spare time encouraging her son to reach for the stars.

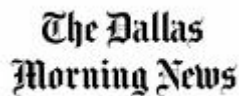
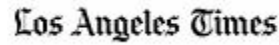
contact

For more information: www.jumplab.com

professional profile

Jeannie McLaughlin
Media Relationships & Articles

Publications:



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