

SHANNON CASEY

PUBLIC RELATIONS EXPERIENCE

Founder & President

Prism PR, Inc.

2017 - Current

I established Prism PR, Inc., an independent brand communications practice in 2017. I have maintained 100% of my full-time, retainer business as well as successfully completed several project contracts.

My scope of work varies with each client and includes media outreach, writing, social media, brand development, partnerships and events.

Vice President

Kreps DeMaria

2016 - 2017

As Vice President of Kreps DeMaria, one of Florida's top five public relations firms, I secured the firm's first fashion and beauty clients while also working as the senior team member on the firm's most prestigious real estate, new development and hospitality clients. In addition to media strategy and relations, I advised clients on effectively communicating to affluent audiences, including key messages, events and partnerships.

Director

Carma Connected

2011 - 2016

I joined Carma as an Account Executive tasked with client management and media relations. At the time, Carma consisted of six employees and two Principals. As Carma grew to more than 20 employees, I cultivated a leadership role. As one of two Directors, I continued day-to-day account work as well as managed multiple teams and consulted with the Principals/Owners on key decisions. I was responsible for all lifestyle / fashion / beauty business and worked with my co-director to spearhead all aspects of peak season initiatives, including Art Basel Miami Beach and Swim Week, optimizing staffing, media strategy and logistics.

Account Executive

Tara Ink., 2010 - 2011

Kreps DeMaria, 2009 - 2010

EDUCATION


B.A.

Corporate Communications & Public Affairs
Southern Methodist University | Dallas, TX
2004 - 2008



CONTACT

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MEDIA RESULTS

- Allure, CNN, Bustle, Cosmopolitan, Details, DuJour, Elle, EveryDay with Rachael Ray, E! News, Forbes, Glamour, Good Morning America, Harper's Bazaar, InStyle, The Knot, Latina, MarketWatch, Marie Claire, Martha Stewart Living, Martha Stewart Weddings, Man Repeller, The New York Post, The New York Times, Nylon, O, The Oprah Magazine, OK! Magazine, People StyleWatch, PopSugar, Redbook, Refinery29, Robb Report, Seventeen, Shape, Teen Vogue, TODAY, Travel + Leisure, Town & Country, US Weekly, The Wall Street Journal, Vogue, WWD, Yahoo! Beauty, The Zoe Report, and more.

INDUSTRIES REPRESENTED

- Fashion, Beauty, Wellness, Fitness, Retail
- Real Estate: New Development, Residential, Commercial and Corporate
- Travel, Food & Beverage, Spirits, Nightlife
- Legal Services, Philanthropy, Arts and Sports