

# R Team = Your Team



## EMILY REYNOLDS BERGH

### R Founder

Hi, I'm Emily, the founder of R Public Relations. I lead all campaigns + projects, I helm all of RPR's public relations outreach, and I'm involved in each campaign we create, serving as your point of contact for RPR communications. I have over 15 years of experience in the public relations and journalism fields. Based out of New York, I travel to our remote offices quarterly. My intention is to treat you like R own family — so happy to welcome you as part of our team and to contribute to yours. One of my favorite titles is being “mother hen” to my five kiddos, to my team of incredibly talented professionals, and to the clients we serve. I'm Italian and Irish = love to eat, drink, and celebrate. The key to my heart may be vintage party shoes, but the key to my soul is making a party happen on your behalf! You can reach me at [emily@rprfirm.com](mailto:emily@rprfirm.com) or 518-321-3906.

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## COLTER BERGH

### R CMO

Hi, I'm Colter, director of operations and the yin to Emily's yang. I was born and raised in the heart of tech (aka Northern California), where I started my entrepreneurial career like many: in my parents' garage. At the age of 17, I started my first e-commerce brand, Spindustry, where I met my previous business partner, Olan Rogers. Olan and I built an empire together with a soda shop (The Soda Parlor) and another e-commerce brand (Star Cadet). I love systems, optimization, and automation, whether applied to marketing or to business. You can reach me at [colter@rprfirm.com](mailto:colter@rprfirm.com).

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## MADISON BABER

### R Manager

Howdy, I'm Madison. I started at RPR in 2015 as an intern while seeking my undergraduate degree in marketing and public relations, then I became a paid intern in my senior year, and following graduation, I became R's brand activation manager. Today, I've advanced to manager of our firm, so if you have questions about your campaign, just ask me and I will sort it all out with you! I support our PR and content teams to ensure that all i's are dotted and t's are crossed. I currently live in Missouri but was raised in Texas, and I'm fully plugged in to all daily operations for all clients. So give me a call or shoot me an email @ [madison@rprfirm.com](mailto:madison@rprfirm.com) and we can take it from there!

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## AINEE HAMZA

### R Assistant

Hello there, I'm Ainee Hamza, and I hold an M.S. in management science with a specialization in human resource management. My journey at RPR began in 2021, and since then, I've been serving as an assistant, supporting the entire R staff in various day-to-day tasks. My role involves everything from website editing to meeting reminders — I strive to be there for my team, offering assistance whenever and wherever needed. I prioritize fulfilling requests from Emily, ensuring smooth operations, and contributing to the overall success of our endeavors. You can reach me at [ainee@rprfirm.com](mailto:ainee@rprfirm.com).

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## JULIA HEFFELFINGER

### R Editing Manager

Hello, I'm Julia, and I oversee and develop content as well as editorial placements. I met Emily and was first introduced to RPR when I was an editor at *Food & Wine* magazine in 2013. We loved working together then, and we still do now! I live in Boston with my husband, my new baby, George, and our dog, Barry, but I stay connected to R clients daily. I love to ensure that everything we develop for editors and writers is media savvy and trendy. I am looking forward to meeting your team. You can reach me at [julia@rprfirm.com](mailto:julia@rprfirm.com).

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## HOLLY COWAN

### R Content Coordinator & Lead Editor

Hello, I am an editor and content writer for RPR. I discovered my passion for writing by way of an 18-year corporate marketing career and haven't looked back since. Today you'll find me bringing stories to life and creating connections through words for our clients. But you can't completely take the marketer out of the girl! So you'll have the advantage of a writer with an eye toward how those words support the objective of each content piece and the brand as a whole. You can reach me at [editor@rprfirm.com](mailto:editor@rprfirm.com).



## CINDY NIXON

### R Copywriter & Copy Editor

Having earned the reputation of an accomplished wordsmith and quality control specialist over the course of a long and varied career in the publishing and marketing spheres, I'm a highly seasoned copywriter and copy editor who's dedicated to crafting compelling content and perfecting written assets for RPR's clients. My master's in English and proofreading acumen inform my approach to producing engaging, error-free copy; and my background in print and online publication ensures that customer deliverables look and read their best. I love working on R-created products to fine-tune branding, crystallize messaging, and leverage the power of the written word. I'm available at [cindy@rprfirm.com](mailto:cindy@rprfirm.com).



## ERIN HORNE

### R Content Lead

Hi, I'm Erin. I am a veteran publicist and marketing guru, and I love creating and consuming content! As a lifelong wordsmith and avid reader, I enjoy working with brands to craft creative copy and develop big-picture marketing strategies in industries ranging from commercial retail to food and beverage. I look forward to working together! Reach out to me at [erin@rprfirm.com](mailto:erin@rprfirm.com).



## MARY KNIGHT

### R Content Curator

Hi, my name is Mary, and I'm a content writer for RPR. Writing and researching all things food, travel, and gardening has been my passion for over 20 years. I'm a French-trained chef, culinary expert, recipe writer, international traveler, and food historian. I hold a certificate in copyediting from UCSD, earned an M.A. in public relations, owned an international olive oil business, and published a historical fiction time travel novel. My repertoire also includes writing restaurant critiques and coaching and ghostwriting for clients. A Mediterranean garden and my dog, Desi, keep me busy in San Diego while I daydream of my next trip to Europe. I am committed to meeting the needs of R's clients and am proud to be part of this incredibly professional team. You can reach me at [mary@rprfirm.com](mailto:mary@rprfirm.com).



## TARA THOMPSON

### R Marketing Guru

Hi, there! I'm Tara, writer, photographer, and marketing strategist. I love all things creative, and if it's the road less traveled, even better. With 20+ years of experience, I have built my career as a storyteller, crafting narratives and experiences to engage audiences. I create compelling campaigns to help brands and businesses tell their stories and build trust. Whether I'm raising capital for a women's microenterprise co-op in Africa or generating leads for a senior living company, I am passionate about sharing powerful, persuasive stories that make a difference. I'm currently based on the Gulf Coast in Ocean Springs, Mississippi, where my son, Griffin, and I spend as much time as possible on the water — fishing, paddling, and sailing.

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## KATHERINE FLEISCHMAN

### R Pitching Coordinator

Hi, I'm Katherine. I'm a publicist for RPR based in Miami, Florida. I graduated from the University of Michigan with a focus on art history and psychology and later received a master's degree in public relations from New York University. I live in Miami and travel to Italy often, where my family is based. I have a passion for both content and distribution of stories and have extensive work experience in AI, IT, and tech start-ups. You can reach me at [kat@rprfirm.com](mailto:kat@rprfirm.com).

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## ILISSA GOLDENBERG

### R Content Strategist

I joined RPR in May 2023 after spending over a decade as an in-house publicist and strategist for contemporary and luxury brands. When I'm not managing client relationships and developing media campaigns, you can find me on the beach or by the pool, reading a book from the *New York Times* bestseller list, or at the nearest Lagree Pilates studio. You can reach me at [illissa@rprfirm.com](mailto:illissa@rprfirm.com).

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## DAVID HAWKINS

### R Executive Consultant

For me, joining the RPR team has been one of the best decisions, both personally and professionally. Emily leads us with heart and savvy; with compassion and commitment. I bring 19 years of PR experience to our clients, combining my passion for earned media and community partnerships for optimal success. My favorite thing about working at this firm is creating personal connections on behalf of clients that result in press-worthy collaborations and initiatives. When I'm not working with clients, I am the proud dog dad of my 7--year-old black Lab, Harlem, I'm a constant explorer and traveler, always thrilled to take the stage of local honky-tonks.

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## **JUDE BURNSIDE**

### **R Corporate Publicity Coordinator**

Hi, my name is Jude, and I am a publicist with a lot of passion for earned media and come to the team with 5+ years of experience. I've worked with a variety of clients, including food and beverage, retail, higher education, travel, and consumer products and services. I live in Columbus, Ohio, with my two cats, Goose and Turkey. You can reach me at [jude@rprfirm.com](mailto:jude@rprfirm.com).

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## **FUMIYA SAWA**

### **R Ad Manager**

Hi, I'm Fumi, and I run all of R's ad campaigns. Emily calls me an expert! I have more than 15 years of experience in digital marketing and web-based advertising solutions, driving measurable results for businesses in all industries, from food and beverage to high-end luxury. I have worked with over \$2.5 million in ad spend, including Facebook, Instagram, TikTok, and, of course, our good friend Google! I am quick to respond and truly have passion for what I do in the digital media industry. I will be handling all of your ads and ad budgets and will do so with care and compassion. You can reach me at [fumi@rprfirm.com](mailto:fumi@rprfirm.com).

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## **KENNEDI WELLS**

### **R Content Support**

I provide account support for RPR and am also seeking my master's degree in public relations and marketing. It's almost complete! I am extensively versed in marketing and creating complementary content for R social media teams as well as PR pitches. You can reach me at [kennedi@rprfirm.com](mailto:kennedi@rprfirm.com).

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## **TAMMY RICKER**

### **R Accounting Manager**

Nice to meet you. I'm Tammy, R's accounting manager. I lead all of the numbers, spreadsheets and all things finance at RPR, like invoicing and contracts within the company. I am based in Phoenix, Arizona, and you can reach me weekly (usually Thursdays) at [accounting@rprfirm.com](mailto:accounting@rprfirm.com).

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## **TAYLOR BLAIR**

### **R Events Coordinator**

Hi there! I'm Taylor! I'm a San Antonio native and handle all things events for RPR in Texas. I have a degree in digital media and professional communication from Texas Tech University (guns up!). With over 10 years of experience in fine dining, I excel in customer service. I have a true passion for hospitality and creating unforgettable moments. In my free time, I'm an avid sports nerd, new hot spot finder, and happy hour enthusiast! As a relationship builder, I believe the best solutions come from killer conversation. You can reach me at [taylor@rprfirm.com](mailto:taylor@rprfirm.com).