



2025

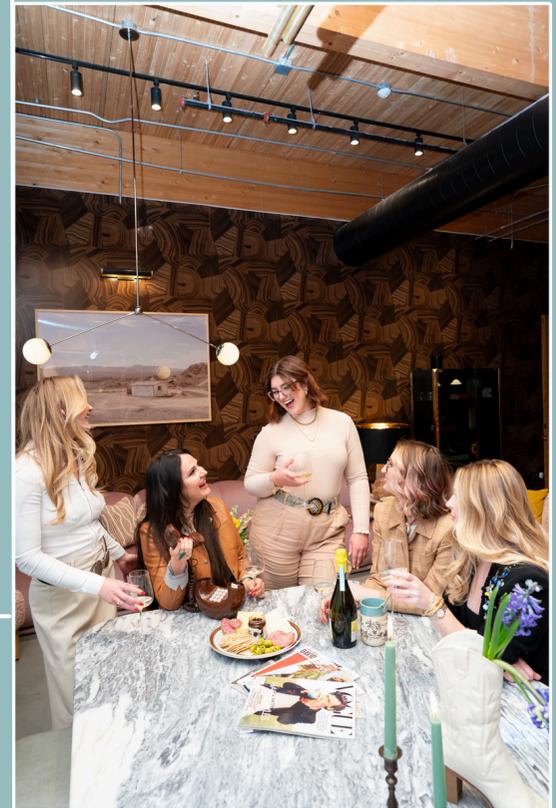
R PUBLIC RELATIONS CAPABILITIES



PUBLIC RELATIONS
+ CREATIVE

HI, WE'RE R PUBLIC RELATIONS FIRM

We understand the power of elegant and effective PR and marketing — conveyed through captivating content and images coupled with creative collaborations, engaging digital media strategy, dynamic event curation, and customized messaging. This rare kind of wholly personalized service delivery is the only kind you'll find at RPR.



A BRIEF HISTORY OF MAKING R MARK



2008

RPR founded (formerly known as Defining Delicious).



2012

Represented Jason Dady Restaurant Group and Esquire Tavern, both James Beard nominees, featured on the *Today* show and *Iron Chef*.



2015

Consulted for such luminary clients as the St. Anthony Hotel (San Antonio) and Bay Bird Inc. (San Diego).



2016

RPR expands to Austin. Furthered R presence in the lifestyle space with prestigious accounts like J Fisher Interiors and Foreign & Domestic.



2017

RPR expands to NYC and Nashville upon landing B Interior and Sea Salt restaurant.



2020

Opened Brooklyn remote office in collaboration with Parcelle Wine and launched Zakuska vodka.



2022

Launched R Tech Firm and appointed Forbes Business Council members.



2023

Started contributing to Entrepreneur. Won prestigious awards in crisis management, Netty Award, and Inc. Power Partner Award.



2024

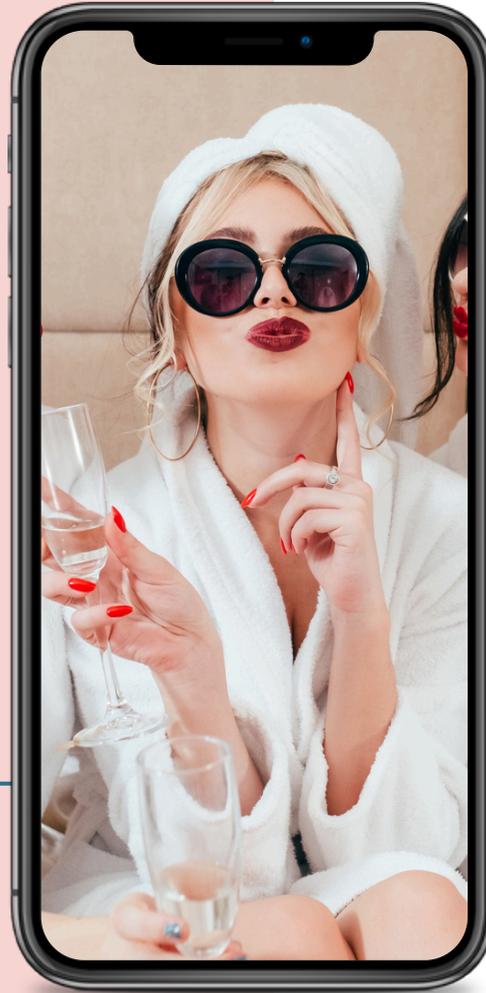
Founded R Reputation Management sister company and built up a full-time PR team at Nashville headquarters.



2025

R founder Emily named an official PR on the Go expert. Full-time marketing team expanded at Nashville headquarters.

WE KNOW HOW TO LEVERAGE THE POWER OF PR IN THE DIGITAL AGE



- **PR IS NOT JUST PRINT**
- **STORYTELLING LIES AT THE HEART**
- **LIFESTYLE BRANDS ARE THE FOUNDATION OF THE EXPERIENCE ECONOMY**
- **INTERACTIVE CONTENT PROMOTES CUSTOMER ENGAGEMENT**
- **THE PUBLIC EXPECTS IMMERSION**
- **MEDIA CONNECTIONS ARE KEY**



A FULL SUITE OF SERVICES

TO ATTEND TO YOUR EVERY NEED



You deserve the (R)oyal treatment!



Content Creation



Social Media Management



Brand Positioning



Company Profiles & Bios



Press Kits & Press Releases



Marketing Campaigns



Media Pitches & Placements



Product Launches



Multiplatform Content Development



Website Enhancements



Industry Partnerships



Event Coordination



Marketing Strategies



SEO Management



Website Development



Branding Strategies

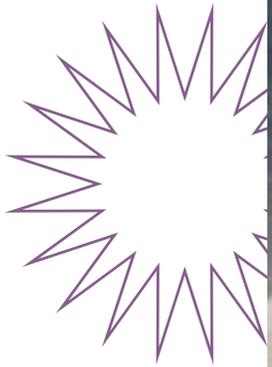


Website Management



Brand Development





WE CRAFT EVENTS + EXPERIENCES

R Events

Events generate meaningful results for clients, driven by value content, social media buzz, and stories with impact.

We design events from the ground up — including event ideation, build, VIP and media list management, and content capture — to create experiences that leave lasting impressions. For our like-minded clients, we identify brand-consistent moments that provide cost and production efficiency.

WE DO IT ALL



EARNED MEDIA +
OWNED MEDIA +
DIGITAL MEDIA



Earned Media + Owned
Media + Digital Media +
Marketing Initiatives:

Customized marketing
strategies + powerful
pitching techniques
empower our media
relations on your behalf.

We specialize in
integrating narratives
into your industry-
specific channels and
media outlets to ensure
that messaging is
aligned, creative, and
powerful.



PUBLIC RELATIONS
+ CREATIVE

WHAT R CLIENTS ARE SAYING



*Tanji Patton,
Emmy Award–
Winning TV Host*

“Just a quick note to say thank you to you, Emily and RPR! I do see the emails you all send to those seeking information from me or Goodtaste, and I just wanted you to know how much I appreciate your professionalism and willingness to juggle all the incoming, in such a creative and welcoming way.”



*Carey Bringle,
Owner of Peg Leg
Porker & Food
Network Star*

“Working with Emily and her team is like a new part of my family has been added. They are attentive, creative in their approach, and have garnered more press and media attention for my business than other firms we have worked with in the past, beyond measure.”



*Karen Saunders,
Owner of Bambinos
Baby & Children's
Boutique*

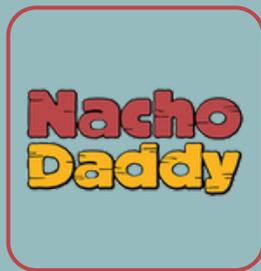
“Emily and RPR have been longtime partners with my business since buying it over six years ago. They have helped us with location moves and have garnered press to create local buzz and awards. We truly appreciate working with them.”



*Jamie Schisler,
UpWest Clothing
Brand*

“Our brand UpWest worked with the team at RPR and they are professional, thorough, and FUN. Highly recommend if you are looking for event or PR expertise!”

WE REPRESENT ALL INDUSTRIES + MARKETPLACES



SPACES WE OCCUPY:

- Lifestyle
- Travel + Hotel
- Food + Beverage
- Sports, Health + Wellness
- Retail + Consumer Goods
- Beauty + Fashion
- Business + Technology
- Artists + Galleries
- Real Estate + Finance
- Authors, Speakers + Entrepreneurs
- Nonprofits
- Small Businesses
- Corporations

WE'VE GOT YOU COVERED WITH PRESS COVERAGE



R STANDING WILL MAKE YOU STAND OUT



R RECENT ACCOLADES

-  Award for International Women Entrepreneurs in Branding
-  Women Leaders Shaping the Business Landscape in 2024
-  Public Relations Agency of the Year – BRONZE STEVIE® WINNER
-  Top PR Agencies in Tennessee 2024
-  2024 Clutch Global Spring Winner
-  Best Boutique Lifestyle & Hospitality PR Agency 2024 – East USA
-  Most Reviewed Digital Marketing Leader for 2024
-  Advertising and PR – Agency of the Year – Netty Awards
-  Emily Reynolds – Lead Kindness Platinum Partner
-  PR & Communications – PR Agency of the Year – Titan Awards
-  Best PR Agencies 2024 – Design Drizzle

OUR TEAM IS AN EXTENSION OF YOUR TEAM



EMILY REYNOLDS
R Founder + CEO



COLTER BERGH
R CMO



LINDA MORITZ
R COO



DARBI DOMBROWSKI
R Associate VP



AINEE HAMZA
R Chief of Staff



MADISON BABER
R Marketing Lead



HOLLY COWAN
R Copy Manager



KATE DE LA ROSA
R Copywriter + Publicist



BROOKE HOUSER
R Senior Publicist



EDDIE ECHEVERRIA
R Senior Publicist



TROY HEATWOLE
R PR Assistant



MICHAEL TRICE
R Digital Assistant



AMY JOHNSON
R Digital Marketing
Manager

3 COLLABORATIVE TEAMS BRINGING YOUR VISION TO LIFE



BRAND EXECUTION TEAM

- PR Manager
- Marketing Lead
- Pitch Coordinator
- Publicity Coordinator
- Events Coordinator
- Executive Consultant

DIGITAL TEAM

- Social Media Coordinator
- Content Creators
- Ad Manager
- Copywriters
- IT Assistant
- Proofreader

CONTENT TEAM

- Editing Manager
- Content Coordinator
- Content Lead
- Content Curator
- Content Strategist
- Copywriters & Copy Editors

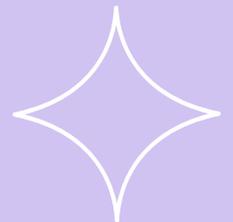
R REPUTATION MANAGEMENT

R sister brand specializes in safeguarding and enhancing reputations nationwide. With over a decade of experience, we offer tailored strategies to meet the unique needs of both local and national businesses.

OUR CORE SERVICES:

- **Proactive Reputation Building:** We develop customized plans to establish and strengthen your brand's positive image in the public eye.
- **Crisis Management:** Our team is equipped to handle high-stakes situations, providing innovative solutions to navigate complex challenges and protect your reputation.
- **Online Review Management:** We monitor and manage online reviews to build and maintain brand trust, ensuring your digital presence reflects your commitment to excellence.

At R Reputation Management, your reputation is our mission. We are dedicated to protecting, enhancing, and elevating your image, ensuring it accurately represents the quality and excellence you deliver.



OUR WORK



CASE STUDY



PUBLIC RELATIONS
+ CREATIVE

FASHION PUBLIC RELATIONS CAMPAIGN



Who is Pink Lily?

A popular online fashion retailer known for its stylish, trendy clothing, accessories, and lifestyle products for women.

BACKGROUND

Pink Lily, a rapidly growing e-commerce brand, sought to increase brand awareness, enhance its digital presence, and elevate its reputation as a go-to destination for stylish women's apparel. In order to achieve this, Pink Lily partnered with R Public Relations to create a comprehensive PR campaign that would:

1. **Boost Brand Awareness:** Expand Pink Lily's reach among target demographics, particularly millennials and Gen Z women.
2. **Position the Brand as Trendy and Fashion-Forward:** Establish Pink Lily as a leader in women's fashion with an emphasis on versatility, quality, and style.
3. **Increase Website Traffic & Sales:** Leverage strategic media placements and influencer collaborations to drive traffic to Pink Lily's online store and boost sales.
4. **Enhance Social Media Engagement:** Engage with Pink Lily's online community and increase social media followers and interactions.

TARGET AUDIENCE



- **Primary Audience:** Women aged 18–35, fashion-conscious, digital natives, seeking trendy, affordable, and high-quality clothing.
- **Secondary Audience:** Fashion influencers, lifestyle bloggers, and digital content creators who influence purchasing decisions for young women.

CAMPAIGN STRATEGY



R Public Relations developed a multi-pronged strategy to address the client's objectives, focusing on media outreach, influencer partnerships, social media activation, and content creation.

1. Influencer Collaborations & Brand Ambassadors

To build immediate buzz around Pink Lily's new collections, R Public Relations identified and reached out to a mix of macro and micro influencers in the fashion, lifestyle, and beauty spaces. The agency aimed to secure partnerships with influencers whose personal style aligned with Pink Lily's brand identity.

- **Macro Influencers:** Key fashion influencers with a large following were invited to create content featuring Pink Lily's latest collection, including styling photos, unboxing videos, and "day-in-the-life" stories showcasing the versatility of Pink Lily's pieces.
- **Micro Influencers:** Smaller-scale influencers with highly engaged communities were also brought in for more authentic and targeted exposure. These influencers shared unfiltered reviews of their Pink Lily pieces, driving trust and engagement within niche communities.

RESULTS

The Pink Lily campaign led to significant positive outcomes for both the brand and R Public Relations. Here are some of the key results:

Increased Media Coverage

Pink Lily was featured in over 50 fashion and lifestyle outlets, including *Elle*, *Vogue*, *Refinery29*, and *PopSugar*, generating significant press mentions and increased brand visibility.

Social Media Growth

Pink Lily's Instagram following grew by 40%, while engagement rates increased by 25%. User-generated content also saw a significant uptick, with thousands of customers sharing their Pink Lily outfits using the campaign's hashtag.

Influencer Impact

Influencer collaborations led to a 50% increase in referral traffic from social media, with several influencers driving direct sales through discount codes and affiliate links. Micro influencers, in particular, saw an impressive engagement rate of 8% per post.

Sales Boost

Following the campaign, Pink Lily saw a 30% increase in website traffic, and overall sales jumped by 15%, driven by influencer promotions, press features, and social media campaigns.

Brand Recognition & Loyalty

Customer surveys and feedback indicated a higher level of brand awareness, with many new customers citing social media, influencer endorsements, and media coverage as their key motivations for purchasing.

The fashion public relations campaign executed by R Public Relations for Pink Lily was a resounding success. By leveraging a combination of influencer marketing, targeted media outreach, and strategic social media engagement, the campaign significantly increased Pink Lily's brand awareness, website traffic, and sales.

The collaboration helped solidify Pink Lily as a leading fashion retailer, positioning it as a brand that understands the needs of modern women and consistently delivers stylish, high-quality fashion. Through effective PR tactics, Pink Lily was able to connect with its target audience in a meaningful and impactful way, setting the stage for continued growth and success in the competitive online fashion space.



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RPR Capabilities
2025



THANK YOU FROM R TEAM

Email emily@rprfirm.com

for a customized proposal + to learn more!

Follow [@rprfirm](#) on social media