

Putting the Buzz Back in Business

ELAINE MARSHALL

President, Empowered PR

With more than 27 years of experience in both corporate and PR agency environments, Elaine Marshall has a diverse background leading the public relations efforts for Fortune 500 companies, start-ups and leading national public relations agencies. Her expertise includes media relations, social media engagement and strategy, product launches, strategic planning, press release, article and blog writing, industry analyst relations, and marketing collateral development.

Before Empowered PR, Elaine held in-house positions as Director of Public Relations for SimpleTech (Nasdaq: STEC) and idealab's Cooking.com. Additional PR staff positions include WD, Maxtor, Advanced Micro Devices, Quarterdeck, Ogilvy Public Relations, and BBDO.

She developed and executed strategic media relations campaigns for Apple, Texas Instruments, Toshiba, Viking Technology and STEC. Her community work includes several Ronald McDonald House locations and the Junior League of Orange County, California.

Marshall earned a bachelor's degree in journalism with a public relations emphasis from California State University, Chico.

EMPOWERED PR HAS HAD CLIENT SUCCESS IN THESE PUBLICATIONS (AND MORE!)

The
New York
Times

CNN

TODAY

Bloomberg
BusinessWeek

AP

FT
FINANCIAL
TIMES

GOOD
DAY
LA

TIME

Los Angeles
Times

THE
WALL STREET
JOURNAL

PC
PCMag.com

FORTUNE

Forbes

FAST
COMPANY

Mashable

BARRON'S

Los Angeles Daily News

USA
TODAY
NETWORK

ORANGE COUNTY
BUSINESS JOURNAL

ORANGE COUNTY
REGISTER

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