



## **FOR IMMEDIATE RELEASE**

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## **C-Strategies Welcomes Kayla Kirshenbaum as Senior Director of Communications**

**CHICAGO** - C-Strategies, a leading strategic communications and public affairs firm (whose leadership has served on the front lines of major policy campaigns and advocacy in Chicago and Illinois for nearly two decades), announced today that Kayla Kirshenbaum has joined the firm as its senior director of communications.

"I couldn't be more thrilled to add such a talent like Kayla Kirshenbaum to our C-Strategies squad," said Becky Carroll, President and CEO, C-Strategies. "Her gift for writing and developing and executing communication strategies will add tremendous value for our clients who expect that we bring our best game and best team to every project."

Kayla is a communications specialist who brings years of creative leadership experience to this role. Prior to joining C-Strategies, Kayla spent a decade in New York City implementing educational strategies for crisis communication and overseeing school safety procedures in Manhattan. She also developed program initiatives for incarcerated populations with The New York Department of Corrections. She was the recipient of the Recognition Award by the Head Commissioner of The New York Department of Corrections where she founded literacy and writing programs that taught advocacy skills to incarcerated youth awaiting trial on Rikers Island.

"I am excited to join a team of brilliant women who bring so much talent to the table," said Kayla Kirshenbaum. "I am grateful for the path that led me back to this great city, and I look forward to applying my passion for storytelling and developing communications management strategies to the work we do every day."

Kayla is a born and raised Chicagoan who graduated with honors from Queens College and Sarah Lawrence College's Master of Fine Arts creative writing program. She holds certification in management and leadership from the Business Fundamentals program at Harvard Business School and Harvard Graduate School of Education, as well as certification in advanced business writing and communications from Northwestern University School of Professional Studies.

### **About C-Strategies**

*C-Strategies is a strategic communications and public affairs firm whose leadership has served on the front lines of major public policy and political campaigns in Chicago and Illinois for nearly two decades. Employing*

*results-driven tactics and utilizing its networks to build strategic plans, guide public opinion and manage through crisis, C-Strategies brings passion and veteran experience to help clients meet their business goals, turn big ideas into action and simply get things done. Learn more at <http://cstrategies.com/>*