

SUBJECT MATTER EXPERT



Debi Hammond

Founder + CEO, Merlot Marketing™

SUBJECT MATTER EXPERTISE

Branding, communication strategy, client relations, media relations, public relations, crisis communications, advertising, culture development, social media, and digital communications

MEDIA AVAILABILITY

On-Camera, Phone and Email Interviews, Briefings, Speaking Opportunities and Presentations

POTENTIAL STORY ANGLES/IDEAS

- + 5 Ways to Set Your Business Up for Success Post COVID-19 ★
- + What is PR.O™ and How To Make it Work For Your Brand
- + Modern Storytelling With Video
- + Building Your Brand, Strategically
- + Winning Social Media Strategies for Your Brand
- + REDiscover Your Brand and Reach Your Target Audience
- + The Art of Avoiding PR Catastrophes
- + Embracing the Power of PR in the Digital Age
- + How To Avoid Common Recruitment Pitfalls
- + Developing Relationships With Media
- + Creating Your Brand's Voice
- + Design Trends in the Kitchen and Bath Industry

CONTACT INFORMATION

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BIOGRAPHY

Debi is an award-winning columnist, blogger, speaker, agency principal, honored with numerous awards including: PR Person of the Year (SPRA), 40 Under 40 Business Professional (Sacramento Business Journal), Woman-Owned Small Business of the Year (Sacramento Metro Chamber), and an Outstanding Women Leaders "Woman on the Way" Award (NAWBO). She authors Merlot Marketing's business blog, wrote a column on marketing for the *Sacramento Business Journal* and has been published in *The Wall Street Journal*. A graduate of San Jose State University, Debi holds a Bachelor of Science degree in Advertising with a Minor in Marketing.