

DBM COMMUNICATIONS LLC

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Dr. Kelly A. McBride, President

Dr. McBride has 22 years of experience in the field of communications as:

- Press Secretary to former Lieutenant Governor Mark Singel (D-PA),
- Director of Communications and Media Relations with the Pennsylvania Democratic Party,
- Communications Director for a Pennsylvania public school district,
- VP of Communications and Marketing for Sovereign Bank (now Santander),
- Director of Public and Media Relations for Emerald Vines Media.

She trained in media relations with President Clinton's Press Secretary Mike McCurry, and provided communication and media support during the 1996 Presidential election. Dr. McBride taught public relations, media relations, crisis communication, communication law and ethics, and social media at Kutztown University of Pennsylvania, Virginia Tech, La Salle University, and York College of Pennsylvania. She holds a B.S. in Business Administration from Lock Haven University of Pennsylvania, a master's in education from Alvernia University, and a doctoral degree from Immaculata University. She is a published author, **Media Relations: Tactical Preparation for Life** (Kendall-Hunt), and is working on completing her next book on social media titled **The Six Spheres of Social Media: An Integrated Marketing Communications Approach** (Kendall-Hunt). Dr. McBride has presented scholarly essays and professional presentations on social media, public relations, and media relations in Singapore, Belfast, London, and Honolulu, and taught international public relations in Riva San Vitale, Switzerland. She has provided corporate training in media relations for state, federal, and local government agencies as well as corporate and non-profit organizations. She is thrilled to be back in her 'home' state of Florida after growing up in Hollywood as a child. In her spare time she enjoys golfing, reading, and hunting for the ever-elusive Megalodon shark tooth on the Gulf Coast beaches of Florida.