

LARA
PR



LARAPR LLC

2025 Lookbook

AWARD-WINNING COMMUNICATIONS PROFESSIONAL adept at developing strategic plans, messaging and positioning to drive positive results.

CREATIVE STORYTELLER and key business partner who teams with executives to build and execute dynamic corporate communications strategies.

CAREER HIGHLIGHTS

- ✓ 4-time **industry award winner** for developing globally recognized, best-in-class PR campaigns.
- ✓ Experience with **top-tier national media** (“60 Minutes,” *Fortune*, *Wall Street Journal*, *New York Times*, Bloomberg, Reuters, Wired, Time) and **influential new media** (Refinery29, Bustle, Cheddar, Business Insider, The Verge, Venture Beat).
- ✓ President of non-profit, Responsible Flushing Alliance, and chaired the National Coffee Association’s PR Committee, turning around media coverage from 40% to 71% positive in three years.

CORE COMPETENCIES

Global PR Campaigns
Media Relations
Product Messaging
Consumer PR
Marketing Communications
Content Creator/Storyteller
Issues Management
Strategic Planning
Corporate Social Responsibility
Agency Management
Team Leadership
Budget Oversight
Cross-Functional Collaborator

CORPORATE EXPERIENCE

Manager, Environmental Affairs/PR
Unilever US (NYC)

Dir. Global Consumer & Brand PR
STARBUCKS (Seattle)

Sr. Dir, Global Communications
eBAY Inc. (Silicon Valley)

Head of Global PR
NEUSTAR, INC. (Silicon Valley)

Head of PR & Content
LOANDEPOT (Irvine, CA)

Director of Public Relations
CHAPMAN UNIVERSITY (Orange, CA)

PR AGENCY EXPERIENCE

Account Executive
COHN & WOLFE (NYC)

Senior Account Executive
RUDER-FINN (NYC)

Account Supervisor
PUBLICIS DIALOG (SEATTLE)

EDUCATION

**Bachelor of Arts,
Journalism & Public Relations**
The Ohio State University

**Graduate Certificate,
Nonprofit Management**
University of San Diego

LARAPR LLC CLIENTS

Responsible Flushing Alliance

PricewaterhouseCoopers

Irwin Naturals

Finn Partners

SellersFunding

Darwin's Pet Food

Garden of Flavor Juice

La Costena + Jumex

Celeste Capital

Better Place Forests

Pace University

Ready Pac Foods

1

“Coffee Delivers” Industry Campaign

- Served as **Chairman of National Coffee Association’s PR Committee** for 5 years.
 - Successes included increasing daily coffee consumption from 49% to 56% in two years (tracked by annual NCA study) and **turning around media coverage from 40% to 71% positive tone over 3 years.**



2

Starbucks VIA Ready Brew

- Kept steady drumbeat of new going from business announcement to product launch, with a 3 month gap in between.
 - Created **“beta taster”** group on Facebook for influencers
 - Worked with bartenders in NYC, London, Seattle and LA for recipes
 - Hosted **VIA cocktail party** with Guy Kawasaki at SxSW
 - Participated in parties for the **Oscars, Grammys and VMAs**
 - VIA consistently garnered media coverage for 12 month and the product became a **\$1 billion category within 18 months**



3

Starbucks rebranding

- Cross-functional leader for Starbucks 40th Anniversary brand re-position, winning The SABRE award for Superior Achievement in brand Building.
- Integral part of communications leadership team to develop new brand rollout, global 40th anniversary celebrations, and Global Month of Service.
- Positive results with **712+ million impressions** for **launch** and **2.7 billion impressions for overall campaign**. Stories in 23 countries with **positive coverage outweighing negative 8-to-1 with 1/3 of coverage featuring 3+ key messages**.
- Deemed most successful PR campaign in the history of the company.



eBay's Magento Live Events

4

- Magento has a robust and enthusiastic community. Each year, Magento hosted **“Live” events** around the world to engage with community members who couldn't make it to the main Magento conference in Las Vegas.
- Attendees from **24 countries** (averaging 1,700 in Vegas; 500 at “Live” events)
- Social media engagement using #MagentoLive
- Invited **press** from each market (Internet Retailer, Gizmodo, TechRadar) generating positive coverage.



Starbucks Coffee College



6

- Designed to bring a “**behind the scenes**” look at Starbucks to key media and stakeholders in Seattle, New York, Los Angeles, London, Seoul, Tokyo, Hong Kong, and Lausanne, Switzerland
- This coffee immersion strengthened Starbucks position as the purveyor of the world’s best coffee and showcased that **coffee is truly at the heart** of all that Starbucks does
- Leveraged unique company resources to showcase the quality, care and hand-crafted nature of Starbucks coffee to **reinforce the company’s position as the coffee authority** through an in-depth, interactive and engaging and immersive experience
- Results included 10-12 attendees Coffee College with 8-10 **coffee-focused stories per event**
- Program helped **elevate reporters’ opinion of Starbucks as a coffee expert** and provided a culinary focus on coffee



Chapman Economic Forecast Update

- For 42nd annual Economic Forecast, presented by Dr. James Doti, President Emeritus and economics professor, we **changed the media relations strategy**.
 - Public relations team wrote the press release based on the full report (rather than the economics department write it) focusing on the **interests of media**
 - **Pre-briefed reporters** on report, including providing an electronic version under embargo
 - Created different **pitch angles** for local and national press
 - Issued press release at 6 a.m. EST the **morning of** the presentation event (previously it had been sent after the event).
- Results included live **CBS LA** interview with Dr. Doti (aired total of 5 times), coverage from all local press (including newspapers, blogs, radio and TV) as well as **national and international press** (focused on impact of trade wars between US and China)

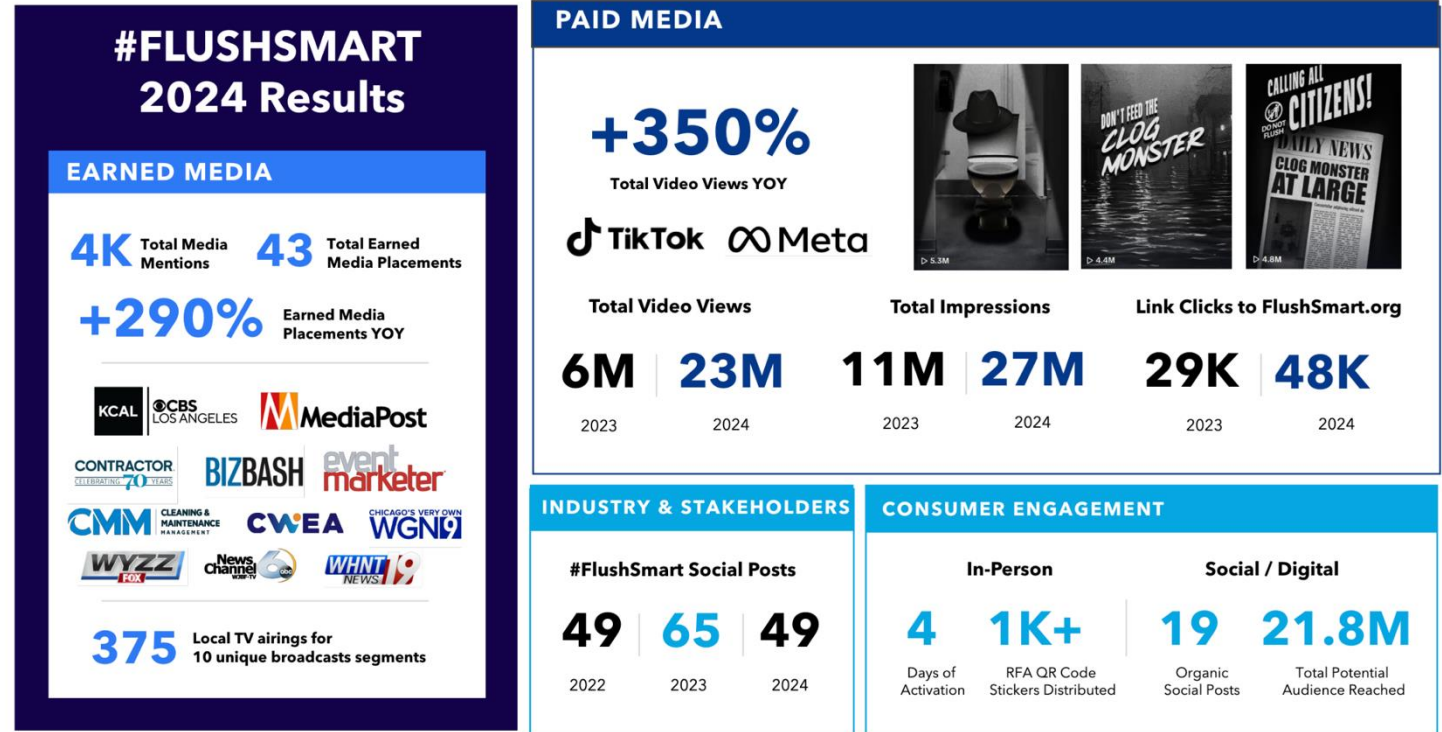
7



Consumer Education & Live Activation

Client: Responsible Flushing Alliance
Goal: Tap into pop culture to educate consumers about smart flushing habits and what is and isn't flushable
Campaign: Crimes of Flushing (true crime stories) as part of 3rd annual #FlushSmart Month
Components: Live activation to leverage creators at VidCon to help tell our story. Event staffed my Detective Vincent Drains and his side-kick, Mel, a talking and singing toilet.

Results:



Toilet Crimes Campaign Highlights



Press Release

Responsible Flushing Alliance Solves Toilet Crimes at VidCon Anaheim 2024

The non-profit organization dedicated to national consumer education takes a creative approach to capture citizens' attention



Detective Drains and his surprising partner, a real-life singing and talking toilet named Mel (pictured), are on the case, solving "Crimes of Flushing" at VidCon 2024 in Anaheim, Calif. The Responsible Flushing Alliance (RFA) created a first-of-its-kind interactive, film-room-inspired experience to spotlight the "Do Not Flush" ahead of Flush Smart Month. (Photo: Business Wire)



June 27, 2024 09:52 AM Eastern Daylight Time

ANAHEIM, Calif.—(BUSINESS WIRE)—Teeling up the annual observance of Flush Smart Month starting July 1, the Responsible Flushing Alliance (RFA) is spreading the word on the importance of smart flushing habits in a novel way at VidCon Anaheim 2024. From June 26-29, thousands of content creators flock to the city's convention center for four days of creativity and content creation. RFA has joined the mix to catch creators' attention and raise awareness with a new activation as part of its #FlushSmart campaign aimed at resonating with attendees and their viewers.

Media Coverage



Your video
KCAL Sunday News at 7AM
[Link to KCAL](#)

Link to press release

Link to Bionic Buzz

BIZBASH

PRODUCTION & STRATEGY | EXPERIENTIAL MARKETING, ACTIVATIONS & SPONSORSHIPS

VidCon 2024: The Clever Booths, Lounges, and Parties That Grabbed Attention This Year

See how brands like YouTube, TikTok, Instagram, and Disney+ impressed a crowd of 55,000 savvy digital creators.

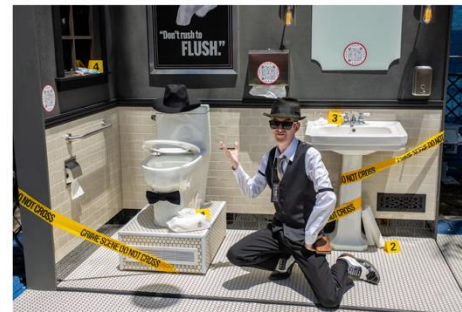
Claire Hoffman
July 16, 2024

ANAHEIM, CALIF—From June 26-29, Anaheim was transformed into a vibrant playground for online creators and fans alike with the 13th edition of VidCon. Founded by YouTube icons John and Hank Green and now falling under the Paramount Global umbrella, VidCon annually draws an impressive 55,000 attendees, all eager to immerse themselves in the latest trends and innovations—and to make some great content along the way.

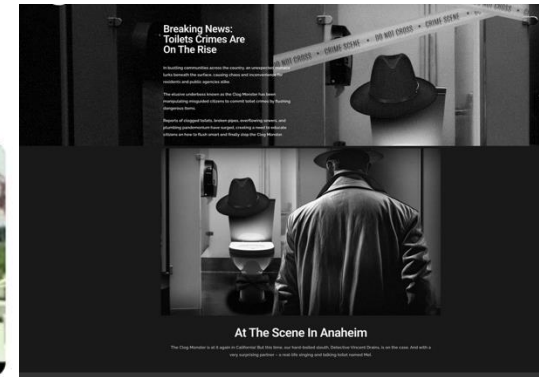


Link to Biz Bash

Responsible Flushing Alliance's Toilet Crimes Experience



The Responsible Flushing Alliance (RFA), a nonprofit trade organization, hosted a tongue-in-cheek, noir-inspired experience at VidCon. Hard-boiled sleuth Detective Vincent Drains and his somewhat surprising partner—a singing and talking toilet named Mel—were on the case of the latest in toilet crimes sweeping the Golden State. The duo invited attendees into the bathroom crime scene at VidCon to uncover the cause of a costly clog and broken pipes.



At The Scene In Anaheim

The Responsible Flushing Alliance (RFA) is spreading the word on the importance of smart flushing habits in a novel way at VidCon Anaheim 2024. From June 26-29, thousands of content creators flock to the city's convention center for four days of creativity and content creation. RFA has joined the mix to catch creators' attention and raise awareness with a new activation as part of its #FlushSmart campaign aimed at resonating with attendees and their viewers.

Join The Investigation



Dust with Defective Drains to solve this latest crime of flushing.



Think you know how to flush smart? Take our quiz.



What's your Toilet Crime? Find out here.

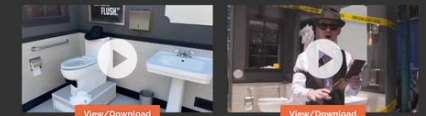
Toilet Crime Videos from VidCon Anaheim 2024



FlushSmart Month Photos



B-Roll for Media



Calling All Citizens!

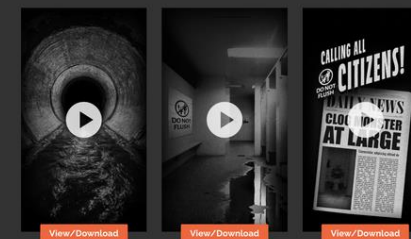
We need your help to put an end to the Clog Monster.

- ✗ Look for the "Do Not Flush" symbol on wipes packaging.
- ✗ If you see it, always go to the trash, never the toilet.
- ✗ When in doubt, throw it out.
- ✗ Always keep a trash can in the bathroom.

"Do Not Flush" Wipes PSAs



Animated Assets w/Toilet Crime-Fighting Duo



Flush Smart Month Toolkit (Part 2)



DISC Assessment – LEVEL style

Lara has an almost even blend of Dominant, Inspiring, Supportive, and Cautious traits. You have **a very balanced blend** of all four traits, which is **a pretty rare combination of traits**.

Some words that describe you are:

- **Flexible**
- **Friendly,**
- **Adaptable, and**
- **Moderate**

You have both task-oriented and people-oriented traits. You can also be either **reserved or outgoing depending on the situation**. You can connect and communicate with many different people, and you can relatively easily understand their perspective.

Myers-Briggs -- ENFP

People-centered creators with a focus on possibilities and a contagious enthusiasm for new ideas, people and activities. **Energetic, warm, and passionate**, ENFPs love to help other people explore their creative potential.

- ENFPs are typically agile and expressive communicators, using their wit, humor, and mastery of language to create engaging stories.
- **At work**, the ENFP is concerned with using their creativity to express themselves and benefit others. They enjoy taking on creative **problems that call for an imaginative, original solution**.
- ENFPs are often **motivated by their beliefs in humanitarian causes** and want work that is consistent with their values. They are particularly interested in helping other people develop. They tend to choose careers that allow them to pursue ideals of personal growth and artistic expression.

MORE About Lara

Strategic

People strong in the **Strategic** theme create alternative ways to proceed. Faced with any given scenario, they can quickly spot the relevant patterns and issues.

Communication

People strong in the **Communication** theme generally find it easy to put their thoughts into words. They are good conversationalists and presenters.

Input

People strong in the **Input** theme have a craving to know more. Often they like to collect and archive all kinds of information.

Woo

People strong in the **Woo** theme love the challenge of meeting new people and winning them over. They derive satisfaction from breaking the ice and making a connection with another person.

Arranger

People strong in the **Arranger** theme can organize, but they also have a flexibility that complements this ability. They like to figure out how all of the pieces and resources can be arranged for maximum productivity.

**STRENGTHS
FINDER 2.0**
BY TOM RATH

Thank you!

LARA
PR.

The logo for LaraPR features the word "LARA" in a black, all-caps serif font. Below it, the letters "PR." are rendered in a much larger, bold, black serif font. A decorative pink swirl graphic is positioned behind the "PR.", starting from the left, looping around the "P" and "R", and ending in a small spiral on the right.

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