

SOCIAL MEDIA INFLUENCERS: THE NEW PR POWERHOUSE

Tuesday, October 28, 2025 • 11:45 am – 1:45 pm

Villa Rifici Ristorante,
308 W. Absecon Blvd., Absecon, NJ 08201

About this event

Influencers aren't just creating content—they're shaping conversations. Learn how to tap into their power to elevate your brand and engage your audience. The PR Council of Atlantic City welcomes panelists Whitney Ullman, Jessica Kasunich, and Morgan Orlowski for an insightful discussion on influencer strategy, authenticity, and results.



Whitney Ullman

Founder + Content Creator

GoToWhitney.com and TheCityPulse.com

Whitney Ullman, born in Atlantic City, NJ, is the creator of gotowhitney.com and a respected influencer known for her coverage of Atlantic City, the Jersey Shore, Philadelphia, and surrounding areas. Her engaging content has earned over 9 million views across the @gotowhitney and @thecitypulse platforms. She also founded [TheCityPulse.com](https://thecitypulse.com), and has built hundreds of professional connections through her network.



Jessica Kasunich

Director of Communications, Visit Atlantic City

Jessica Kasunich serves as the Director of Communications for Visit Atlantic City, where she leads strategic messaging, media relations, and brand storytelling to promote one of the East Coast's most iconic destinations. With over a decade of experience in public relations and destination marketing, Jessica brings a dynamic and creative approach to shaping how Atlantic City is experienced by visitors, media, and industry stakeholders.



Morgan Orlowski

Founder, Motivated Mommies

Morgan Orlowski is the founder of Motivated Mommies, a thriving South Jersey community of over 5,300 women supporting one another through motherhood. What began in 2017 as a small Facebook group has grown into a vibrant network hosting events, support groups, and collaborations with local businesses. In 2023, Morgan launched the Sip and Shop, now a beloved biannual tradition spotlighting women-owned and local brands. The 5th Sip and Shop will take place November 20, 2025, at Renault Winery, featuring 55+ vendors and 13 sponsors, with proceeds benefiting The Gateway Playhouse in Somers Point.

\$45 for members with reservation
\$50 for members without reservation
\$60 for non-members with reservation
\$65 for non-members without reservation
Donations of \$5 or more to our
Scholarship Fund are appreciated.
All no-shows will be billed.
PayPal and Credit Cards are accepted.

To mail your payment, please
use the address below:

Public Relations Council of Greater Atlantic City

P.O. Box 1871 Atlantic City, NJ 08404



acprcouncil.org

Please RSVP by 5 p.m., Friday, October 24th
All RSVPs and online payments should be made
through Eventbrite at:

<https://tinyurl.com/mujkttes>

RSVP Questions:

Email: Felicia Niven, Gr8twriter@comcast.net

You can also phone her with questions:

(609) 569.1060

Info@acprcouncil.org

