

Contact

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(LinkedIn)

Top Skills

Public Relations

Media Relations

Social Media Marketing

Honors-Awards

Reno Gazette-Journal Entrepreneur of Year Finalist

PRSA Silver Spike Media Relations Winner -- 2009, 2011, 2012

2012 Reno News & Review Best PR Agency

2012 Reno Gazette-Journal and YPN 20 Under 40

PR Daily Finalist for Product Launch

Publications

10 Ways to Build Relationships with Reporters & Bloggers

The Dos and Don'ts of Pitching Mommy Bloggers

Personalization and the Tourism Industry

11 Things that Annoy Journalists & Bloggers

A One Word Plan to Boost Employee Engagement

Abbi Whitaker

Owner at The Abbi Agency - an integrated digital marketing firm specializing in technology, tourism, development and public outreach
Greater Reno Area

Summary

I have over 25 years of public relations, public affairs and marketing experience ranging from creating and implementing national media and marketing campaigns for technology companies HomeAdvisor, BrightEdge, Offerpop, CrowdTwist and Flirtey to creating awareness campaigns for national associations, advocacy groups and consumer brands. I have also worked extensively with travel brands such as TravelNevada, Intrawest, S & P Destination Properties, North Lake Tahoe, Butte County, Goleta, The Eldorado Resort & Casino, The Peppermill Resort Hotel, SugarBowl Resort, Carmel-by-the-Sea, Edgewood Resort, Discover Kalispell and Squaw Valley. This year I was chosen recognized by the leading publisher in communications (more popularly known as Ragan) with its "Community Giver Award." This award comes as part of Ragan's inaugural Top Women in Communications Awards, which seeks to recognize the most successful and impactful women in the communications, public relations and marketing industries. I was also honored as one of PRNews 2020 Honorees.

Experience

The Abbi Agency

Owner/President

February 2008 - Present (13 years 1 month)

Las Vegas & Reno, NV

Lyman Public Relations

Vice President

March 2004 - August 2009 (5 years 6 months)

Managed national public relations campaigns for real estate, travel and B2B clients including The Trump Ocean Resort Baja, Intrawest, The Related Group, Wildhorse Meadows, Streamline Towers, Mammoth Mountain, The Village at Squaw Valley USA, MonteLago Village at Lake Las Vegas, Centex Resort Development, Punta Dominical, Palmetto Bay and Limoncito. As Vice

President of Lyman PR I was responsible for overseeing and implementing regional, national and international media relations campaigns involving both traditional and social outreach.

Switchback Public Relations

Account Executive

2002 - 2005 (3 years)

Work as an account executive managing the media relations for accounts such as Embassy Suites, The New Sheridan Hotel, Ski Lake Tahoe and East West Partners

Education

University of Nevada-Reno

Bachelor of Arts, Journalism · (1997 - 2003)