

# Keri Tomsic



Offering more than a dozen years of public relations and consumer brand marketing experience Keri Tomsic specializes in copywriting, press material development, strategic planning, media relations, and client management. Keri has worked with key clients, including Viking Range Corporation, General Motors, Newell Rubbermaid, Cingular Wireless, Philips Consumer Electronics, Denny's, Best Buy, Brinker International, Dunlop-Maxfli Sports Corporation, The Home Depot, and Purina Cat Chow.

As Principal of T Squared Communications, LLC, Keri represents a diverse clientele, using creativity, teamwork and newsworthy approaches. With her strong national agency and account background, Keri collaborates with experts in the field drafting copy, strategizing plans, supporting trade show and new product launches, communicating to internal teams, and implementing media relations campaigns for clients such as MSL Group, FleishmanHillard, Ferrara Candy Company, Camp Corral, Uncle Maddio's Pizza Joint, My Mold Detective, and EnduroShield.

Previously, Keri served as Managing Supervisor on the consumer-marketing team at Fleishman-Hillard, focusing on client management, content marketing, material development, media relations, internal communications, crisis communications and strategic planning for clients including Viking Range Corporation, St. Charles Cabinetry, Alimera Sciences, The National Kitchen & Bath Association and Huber Engineered Woods. She also assisted with a global internal communications audit for Novelis.

Keri has written for internal and external audiences, implemented media relations campaigns, product launches, branding campaigns, desktide briefings, trade show support, internal communications, and event execution. Keri established news bureaus and thought-leadership for Viking Range Corporation, Silestone by Cosentino, the NKBA, Huber Engineered and managed trade show exhibition support at KBIS, IBS, Housewares and more.

While supporting General Motors, Keri assisted with the Southeastern unveiling of key new vehicle launches, including the Pontiac G6, the Chevrolet HHR and the SAAB 97x. Keri supported Philips Consumer Electronics at the Consumer Electronics Show and Sundance Film Festival.

Prior to her national agency experience, Keri worked client-side with Huddle House, Inc restaurant chain as the Franchise Public Relations Manager. Keri worked on brand development and franchise marketing, speaking to consumers, investors and trade influencers. She worked with Applebee's focusing on local marketing, community relations and media. Working with the emerging casual dining concept, Up the Creek Fish Camp & Grill, Keri touched new restaurant development, including brand identity, menu offerings, as well as grand opening planning and media relations.

Keri studied journalism and Spanish at the Pennsylvania State University, and began her career with experience at CNN in Atlanta.