

# FPRA MEMBER PROFILE



**Chapter:** Southwest Florida Chapter

**Name:** Kirsten O'Donnell

**Place of employment:** Goodwill Industries of Southwest Florida, Inc.

**How long:** 6 years

**Title:** Director of Public Relations and Marketing

**How long have you been a member of FPRA:** 5 years

**Why did you join FPRA:** To meet other PR professionals and continue my education about public relations

**What do you like best about FPRA:** The amazing members!

**How long have you been in the public relations profession:** 7 years

**How did you get started:** When I was in grad school, I coordinated public relations for a small video dating service. After graduation, I taught for several years, then spent the better part of a decade as a television journalist covering sports. When I was downsized, I realized how well my skills still translated into public relations, and starting looking for a PR job.

**Describe a "typical" day as a public relations professional:** There is no "typical" day! I do a little of everything—media outreach, event planning, community relations, customer service, web design, social media, writing, publishing, photography, advertising and marketing, even some interior design! Every day brings a different challenge.

**What is the most valuable tool/tip/best practice you would offer other PR practitioners:** Stay up to date with technology—web design, social media, mobile and digital technology.

**What is something about you that no one else would know:** I love to draw and paint, but rarely finish a painting. My craft closet is crammed full of unfinished projects!