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B2 Communications expands with new account executive

Juliette Lauer brings architecture experience to B2

ST. PETERSBURG, Fla. (August 25, 2015) – Juliette Lauer has joined B2 Communications, a growing public relations agency, as account executive. With four years of experience, she adds to the firm's experience in the architecture, engineering and construction industries.



Prior to joining B2, Lauer was the marketing and public relations administrator for Tampa-based ArchitecturePlus International, better known as api(+). In this role, she managed the creation and distribution of press materials for the company's executives, designers, and architects. Lauer also coordinated all of the firm's marketing, including email campaigns, thought leadership, business development, awards and trade shows.

Before she worked with ArchitecturePlus International, Lauer served as an account coordinator for Vantage PR in Orlando, where she began as an intern. At Vantage PR, she drafted media materials, secured media meetings and contributed to social media outlets for the agency and its clients.

Lauer is active in the public relations community and serves as vice president of communications for the Tampa Bay Chapter of the Florida Public Relations Association (FPRA). She was a member of FPRA's Joe Curley Rising Leader Class, which recognizes emerging leaders who have shown personal dedication and engagement in the association, in 2013 and 2014.

She received a bachelor of arts in advertising and public relations from the University of Central Florida.

About B2 Communications

B2 Communications helps clients communicate with those that affect their organizations, creating and executing wide-ranging, client-specific programs that may include such professional communications services as: media relations, community/industry relations, direct outreach, content development, and message coaching. Some clients include: Colliers International Tampa Bay, Central & Southwest Florida; Colliers International South Florida; Sunstar Paramedics; Ybor City Development Corp.; USAmeriBank; Halpern Enterprises; Revenue Management Solutions; SPCA Tampa Bay; Premier Eye Care; St. Petersburg Free Clinic; and Fisher & Phillips. For more information, visit www.B2communications.com.

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