

PUBLIC RELATIONS

BY BRANDI REDICK

Brandi Redick began her career as a social media maven by interning Glam Couture Magazine. When she first entered the world of social media, many businesses had not realized its marketing potential nor did they anticipate its exponential growth in the years to come. Through her ingenuity, passion, and flair for marketing, Brandi quickly rose from the ranks of intern to become the magazine's official online voice, where she finessed her digital marketing skills.

As the director of Glam Couture's online media department, Brandi found herself deep in the trenches of social media, learning by doing and expanding her experience by devouring every book, blog and article on the subject. By staying in the-know of all things related to online marketing, Brandi ensured the magazine maintained an edge among its competitors. Soon, she became the Executive Managing Editor, a position that she held for 2 years. In 2012, Brandi decided to take a leap of faith and became an independent social media consultant.

For the past five years, Brandi has worked independently through her public relations/social media consulting firm PRbyBR. Through PRbyBR, Brandi acts as the online voice for a number of fashion and fitness businesses and nonprofits. Through this avenue, she has worked with businesses like People Assisting The Homeless (P.A.T.H), Kidsave.org, Sabrak Boutique and Clear Gardens Yoga Studio, among many others. As an avid believer in the power of the internet to change hearts and minds on a global scale, Brandi has made it her mission to use social media as a tool for educating and promoting ideas and services she believes can make this world a far better place.