

Deirdre Breakenridge

CEO at Pure Performance Communications

Marlboro, NJ, US

Deirdre Breakenridge, Author & CEO of Pure Performance Communications

Biography

Deirdre K. Breakenridge is Chief Executive Officer at Pure Performance Communications. A veteran in PR and marketing, Deirdre has counseled senior level executives at companies including Empire Today, Hershey's, JVC, Kraft, the Public Relations Society of America (PRSA) and the World Bank. Deirdre is the author of five Financial Times books. Her book, "Putting the Public Back in Public Relations," published in March 2009, is available in major bookstores and online. She has also authored: "PR 2.0, New Media, New Tools, New Audiences," "The New PR Toolkit" and "Cyberbranding: Brand Building in the Digital Economy." Her fifth and most recent book, "Social Media and Public Relations: Eight New Practices for the PR Professional," will be published by FT Press, a Pearson company, in April 2012. Deirdre speaks nationally and internationally on the topics of PR, marketing and social media communications. In 2012, she is the keynote speaker at The Social Conference in Amsterdam, the PRSA Southwest District Conference in Tulsa Oklahoma and the Canadian Public Relations Society Annual Conference in Victoria, BC. In 2011, she delivered the keynote address for the Maine Public Relations Counsel (MPRC), and presented the keynote at Visa Championships / USA Gymnastics Conference. Deirdre has also presented at BlogWorld, Social Media Congress, the Public Relations Institute of Australia (PRIA), the Marketing Executives Networking Group (MENG), the Public Relations Association of Museums (PRAM), and the Women's Presidents Organization (WPO). Deirdre is a member of PRSA and has served as a on the Board of NJ/PRSA and the New Jersey Advertising Club. Top Rank named Deirdre among the 25 Women that Rock Social Media and Traackr recognized Deirdre as the #1 PR 2.0 Influencer in 2011. Deirdre is a contributing editor of TechConnect, PRSA's technology newsletter. She blogs about PR 2.0 strategies and is the co-founder of #PRStudChat, a dynamic Twitter discussion scheduled monthly for PR students, educators and PR pros.

Availability

Keynote, Workshop, Host/MC, Author Appearance

Industry Expertise

Social Media, Public Relations and Communications

Areas of Expertise

Public Relations Social Media

Affiliations

Sample Talks

Title: Social Media and Public Relations: Eight New Practices for the PR Professional

Social media has helped to reignite the PR profession. PR professionals are expanding their roles, as they shift from communication facilitators and handlers to strategic PR champions and influencers. They are taking on new responsibilities in their organizations, which are not only exciting, but also challenging at the same time. When PR meets social media, PR professionals have the opportunity to expand their practices.

Event Appearances

The Hybrid PR Professional

Social Media Strategy & Planning Workshop

Education

Fairleigh Dickinson University

Masters in Business Marketing

Glassboro State College

BA in Communications Public Relations

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