

Lynda Friesz-Martin

President at Lynda Friesz Public Relations, Inc.

Boise, ID, US

Energetic, dynamic speaker that connects Social Media to Traditional Public Relations Campaigns

Biography

Lynda Friesz-Martin draws from nearly 30 years of public relations and public involvement experience, working with major corporate and public sector clients, special events and professional sports. Her core strengths include communication strategy, project management and facilitation. Career milestones include developing a local event/sponsorship program that helped Bull's-Eye Barbecue Sauce become the number-one selling barbecue sauce in the nation. Ms. Friesz-Martin also takes pride in the fact that she helped pioneer public involvement for Idaho's Transportation Department. She has managed public involvement efforts for the City of Meridian, City of Boise, Ada County, Ada County Highway District, the Idaho Department of Health and Welfare, the Federal Highway Administration, the Alaska Department of Transportation and the Idaho Transportation Department. She has supervised the public outreach process on more than 30 projects within the last five years.

Availability

Keynote, Workshop, Host/MC, Author Appearance

Industry Expertise

Media - Broadcast, Media - Online, Social Media, Transportation/Trucking/Railroad, Public Relations and Communications, Media - Print

Areas of Expertise

New Media and Transportation, Integrating Social Media in Your Communication Strategy, Strategic Communications

Affiliations

Capital City Communicators, Public Relations Society of America, International Association of Facilitators, International Association of Public Participation, Women in Transportation

Sample Talks

New Media and Transportation, Tradition, Trends and The Future

We Twitter, we Facebook, we Skype! What more can we do to get the word out? Find out what's on the horizon for social networking and public affairs over the net. Our expert presenter has the latest news and trends on how we can use these tools for transportation projects

Education

Boise State University

B.A. Communication Communication

Boise State University

B.A. Communication Communication

Accomplishments

Women of the Year

Idaho Business Review, Women of the Year Honoree

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