

# **PLATINUM PR 2020 ANNUAL REPORT**

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- **2020 Platinum PR Team:**

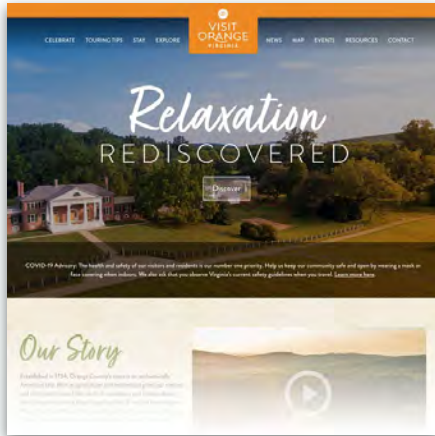
- Sandy Dubay – Founder and CEO
- Sophie Smith – Director of Operations
- Ellen Buchanan – Communications Specialist
- Jay Mason – Economic Inclusivity Coordinator
- Amanda Rodriguez – Digital Marketing Specialist
- Meghan Boyle – Copywriter
- Lizzie Blue – Creative Collaborator and Content Writer
- Marc Kaysen – Graphic Design, Video Editing, and Web Development
- Marketing Interns – Caitlin (Virginia Tech), Brianna (West Virginia University) and Serafina (Shepherd University)



- Worked with **32 clients** and **44 businesses**
- Worked with clients in **8 states**
- Impacted **thousands of local businesses and lives** through our clients
- Launched the **Diversity, Equity & Inclusion Program** with Frederick County Office of Economic Development
- **Spoke at virtual events** such as the Quad County Business Summit, MEDA Young Leaders, Charles County webinars, and three IEDC training courses
- **Upgraded our Frederick office** from 300 square feet to 1,900 square feet
- Hosted approximately **935 Zoom meetings**
- Spent **6,148 total hours on Zoom**



# New Websites Launched With Our Clients



**Orange County Tourism**

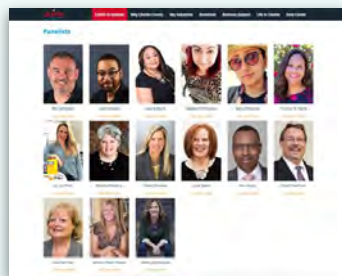


**Tri-County Council for Southern Maryland**

## Notable Campaigns



**Orange County Tourism**  
**"Wander Love"**  
*Summer Campaign*



**Charles County Economic Development Department**  
**"Tools, Tips, and Tactics"**  
*Campaign and Webinar Series*



**Frederick County Office of Economic Development**  
**"Diversity and Inclusion Directory Campaign"**  
*(The campaign yielded a 132% increase in the number of businesses listed in the directory.)*

# Top Platinum PR Newsletters and Articles



[I See You, I Appreciate You, and We Will Get Through This.](#)



[7 Tips to Feel More Confident on Zoom](#)



[5 Tips for Hiring and Managing Interns – Virtually](#)



[Why We Need More Black Business Owners](#)

## Some of Our Personal Favorites From 2020

- **Favorite Zoom features:**  
Chat, Spotlight, the filters you can add to your face, and virtual backgrounds
- **Favorite Masks:**  
Our matching PPR masks made by Sandy's mom (to match our new podcast room!)
- **Favorite Local Businesses in Frederick:**
  - Sandy: Don't make me choose!
  - Ellen: [Frederick Coffee Co.](#) and [Urban Cottage](#)
  - Sophie: [Lebherz Oil & Vinegar Emporium](#) and [Curious Iguana](#)
  - Amanda: [Take Root](#)
  - Jay: [Musket Ridge Golf Course](#) and [Worthington Manor Golf Club](#)
- **Favorite Lunch Takeout:** [Firestone's Market on Market](#) and [The Orchard](#)
- **Best Virtual Happy Hour:**  
The Platinum PR Sips & Songs Night, featuring musical guest Piper Bateman



- **The PPR Team's Favorite Netflix Shows:**

- The Crown & Ozark – Sandy
- The Office – Ellen
- The Great British Bake Off – Sophie
- Bridgerton – Amanda
- Queen's Gambit – Jay

- **Total Number of Hours Binged on Netflix in 2020: Data unknown**



We look forward to the highlights and celebrations to come in the year ahead with our clients, colleagues, and team, as well as in our local businesses and communities.

