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NEWS

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MARKETING EXPERT RACHEL GOTTLIEB RETURNS TO BUFFALO, AVAILABLE FOR HIRE

Buffalo, N.Y. (October 18, 2010) – Buffalo native and public relations expert Rachel Gottlieb has returned home to Buffalo after living and working in Los Angeles, CA.

"I learned and grew a lot in California," said Gottlieb "and now I plan to use the marketing skills and experience I developed there to help bring success to an organization here in Buffalo."

After graduating from SUNY Fredonia in 2006 with a bachelor's degree in public relations, Rachel was hired as a marketing intern for Curbell Plastics, Inc. in Orchard Park, NY. The marketing team at Curbell was so impressed by Rachel's superb writing and communications skills that they offered her a permanent position with the company. When her position was eliminated as a result of budget cuts less than two years later, Rachel began making plans to move to California. She knew that working in Los Angeles would give her an experience she might not find at home, and enable her to grow professionally.

Her first position in California was with Line 6, a manufacturer of guitar amplifiers and musical equipment. As their marketing projects coordinator, Rachel was able to enhance the company's public image and online presence by successfully managing their schedule of product launch events as well as all marketing and advertising efforts. Unfortunately, budget cuts led to the elimination of her position with the company.

Rachel was picked up by the Kern Organization, a strategic marketing agency in Los Angeles, where she quickly became one of their top account coordinators. She worked directly with some of the organization's top clients, assessing their marketing needs and then working with design, web, and production teams to meet and exceed their objectives. It was here that Rachel developed strong project management skills.

Though she had been extremely successful in Los Angeles, Rachel began to miss Buffalo and the strong sense of community she had felt there. She made the difficult decision to leave her position with the Kern Organization and return to Western New York. When asked about Rachel's departure from California, Scott Carpentier, her former supervisor at The Kern Organization said "Miss Gottlieb was a great asset to our marketing team. Her excellent work ethic and positive, can-do attitude won the respect of co-workers and clients alike. She played an integral role in helping our clients to achieve and exceed their marketing and public relations objectives, and she will be missed. We wish her the best in Buffalo. Any organization she works with will be lucky to have her."

To contact Rachel Gottlieb about an interview or position, please contact her by phone at 716.566.8686 or email at rachel@hirerachelgottlieb.com. You can learn more about her professional experience by visiting her portfolio online at HireRachelGottlieb.com. Her blog, which highlights her love and passion for Buffalo can be found at Rachelsbackinbuffalo.blogspot.com.

Rachel Gottlieb is an award-winning, energetic marketing and public relations professional accustomed to working in a fast paced environment. She has experience managing a national corporation's public relations efforts, as well as coordinating an international corporation's marketing schedule and working with a diverse group of clients for a large marketing agency. Her computer skills include advanced Microsoft Excel, Powerpoint, and the Microsoft Office Suite, as well as Adobe Photoshop and Quark Xpress. She is also familiar with Search Engine Optimization (SEO) and basic HTML writing.

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