



SERVING CLIENTS
WORLDWIDE SINCE 2010

Lynn Aronberg Public Relations

*Global Communications Agency Specializing in
Media Relations, Investor Relations, and
Government Relations Worldwide*

L Y N N

A R O N B E R G

GLOBAL COMMUNICATIONS AGENCY

PALM BEACH - NEW YORK - LOS ANGELES - LONDON



“Lynn is like a leading lady from the 1940s. She has beauty, brains and moxie. She’s an extraordinary publicist.”
George Hamilton, Client and Hollywood Actor

www.lynnaronberg.com

Meet Lynn Aronberg President & CEO



PR maven, Lynn Aronberg, is a former Miami Dolphins Cheerleader who now acts as a spokesperson for the Palm Beach art, culture, and business communities, representing many talented entrepreneurs. Lynn's highly publicized divorce from a Florida State Attorney gained her worldwide recognition as the first "Trump Divorcee." When not appearing on national television, Lynn is the busy owner and CEO of Lynn Aronberg Public Relations, LLC (LAPR), a full-service public relations agency with an international reach. Founded in 2010, Lynn and her team of glamorous celebrity publicists at her namesake agency (LAPR) serve clients worldwide from offices in Boca Raton, Ft. Lauderdale, and London. LAPR understands the ever-changing media landscape and brings a unique ability in garnering ongoing, positive media exposure for clients ranging from start-ups to Fortune 500 companies. Lynn serves on several philanthropic advisory boards including the Boca Raton Police Foundation, Mandel Public Library of West Palm Beach of which she was appointed by the Mayor, Best Buddies of the Palm Beaches, Pet Haven Animal Rescue, Starz Community Foundation, and the Palm Beach Book Club. Lynn was most recently nominated LLS Woman of the Year, as well as a George Snow Scholarship Foundation annual community dancer. Lynn had a starring role in a documentary on Trump Times in America produced by the British Broadcasting Network (BBC) which aired in December 2018 on BBC One and BBC America. Prior to launching her PR career, Lynn graduated from a top-three, nationally ranked PR program at the University of Florida before earning her MBA (with honors) at Nova Southeastern University. Lynn is most passionate about her 3-legged yellow lab named Ivanka. www.LynnAronberg.com

Lynn Aronberg
PUBLIC RELATIONS

Palm Beach • New York • Los Angeles • London

LILLY ROBBINS, Director of Social Media Marketing



Former Miami Dolphins Cheerleader and media darling, Lilly Robbins, is not only bright and beautiful, but she's THE queen bee of social media marketing. Having spearheaded more than 100 successful media campaigns for clients worldwide, this millennial powerhouse is one of the most trusted and sought-after social media marketing directors in the industry today.

Lilly stays at the forefront of the ever-changing social media landscape by staying up on the latest trends AND creating them. She has developed a proprietary way in which she spotlights her clients and consistently delivers results that impress even the most discerning clientele.

Lynn Aronberg
PUBLIC RELATIONS

Palm Beach • New York • Los Angeles • London

NEIL REYNOLDS, Director of European Operations:



Director of European Operations, Neil Reynolds has been working as a journalist since 1991, covering the NFL for British publications First Down Gridiron. Reynolds managed NFLEurope.com website and increased traffic figures by 300%, appointed NFL's public relations manager for all of Europe, and launched www.nfluk.com with which he earned a national PR industry award.

As an NFL's staff at Super Bowls in New Orleans (2002), San Diego (2003), Houston (2004) and Jacksonville (2005), Reynolds has overseen all Super Bowl-related PR activities in the UK.

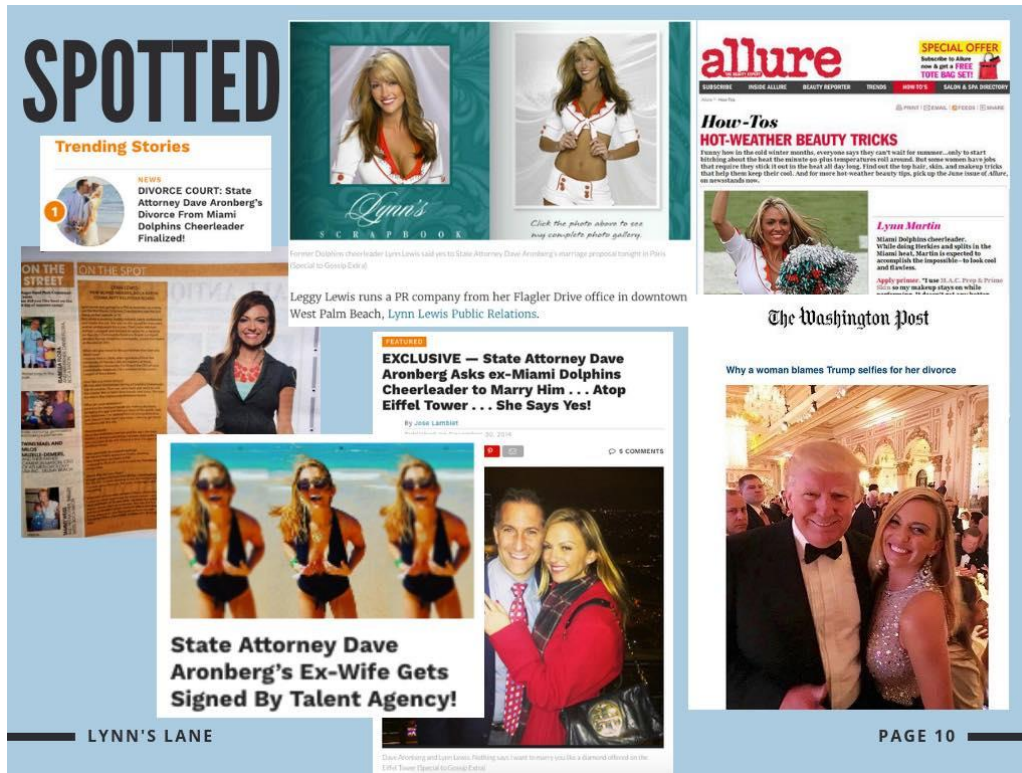
He has written for many national and international newspapers including: The Daily Telegraph (UK), The Sunday People (UK), Dallas Morning News (US) and Green Bay Press Gazette (US), along with NFL.com and countless NFL team sites.

Reynolds is the author of Pain-Gang-Footballs-Toughest-Players, which has sold out of its initial print run and is being re-printed. Neil's seasoned background and extensive experience in the football industry has given him a platform to meet and befriend reporters and producers at every major program and print publication around the world

Lynn Aronberg
PUBLIC RELATIONS

Palm Beach • New York • Los Angeles • London

ABOUT US:



www.lynnaronberg.com

Founded in 2010, Lynn Aronberg Public Relations, LLC (LAPR) is a global communications agency specializing in media relations, investor relations and government relations for companies worldwide. LAPR's impressive roster of clientele range in industry and have been featured in countless national and international print and broadcast media outlets. From startups to fortune 500 companies, LAPR has represented professional sports teams, athletes, unscripted actors, Hollywood actors, nutritional products hospital goods, gentlemen's clubs, casinos, authors, celebrities, consumer products, publicly traded sports licensing companies, publicly traded pharmaceutical companies, film festivals, fashion shows, fashion designers, interior designers, food and beverage companies, restaurants, exotic motor cars, private wealth management and hedge fund companies, developers, art galleries, private jet companies, tech start-ups, service-based businesses, publicly-traded companies, start-ups, luxury brands, professional products distributed worldwide, political campaigns, health and wellness products, professional beauty brands and much more.

LAPR has quickly become one of the most trusted and sought-after agencies to create worldwide brand awareness by garnering editorial coverage, product placement, round-up stories, feature stories, quotes, on-air segments and much more press placement opportunities in top circulated print publications and highly rated broadcast television programs.

LAPR's black book of media contacts rival the largest PR agencies in NYC. The aggressive and diverse team of publicists at LAPR has secured millions of dollars' worth of publicity for clients around the world, including coverage in the UK, Saudi Arabia, Asia, Australia, France, Italy, Brazil, and Costa Rica to name a few. Clients have been featured on Good Morning America, The Early Show, Today Show, CNN, Fox & Friends, MSNBC-TV, Ellen, Good Morning Australia, Tattler, UK Daily Mail, and much more. The ongoing, positive publicity includes coverage in top circulated print publications such as the

New York Times, Wall Street Journal, Washington Post, Los Angeles Times, People Magazine, Glamour, Allure, Cosmopolitan, Robb Report, Business Week, Entrepreneur and Fast Money, to name a few.

Operating from Palm Beach and the UK, with satellite offices in DC and NYC, LAPR consistently provides unparalleled results for clients by using a “hit the ground running” approach using a HIGHLY detailed strategic plan or “road map”. LAPR creates a proprietary campaign plan tailored to meet the needs of each client and designed with the understanding of deadlines, headlines, and lead times of key journalists. This process is essential for pitching timely and relevant content for inclusion in upcoming stories, features, television segments, product roundup stories and more. LAPR produces measurable results that positively impact the clients’ business objectives and sale goals. By capitalizing on strong relationships and collective industry experience, the team at LAPR delivers noticeably personalized service and unsurpassed results.

SPECIALTIES

International Media Relations and Communications:

The most important part of any public relations campaign is generating the appropriate, positive, media attention in a timely and ongoing fashion. LAPR’s close working relationships with influential media personalities coupled with a strong understanding of their needs or “hot button” is what differentiates LAPR from the “draft a press release and see what happens” formula used by too many firms. As an agency, LAPR works progressively with the ever-changing media landscape to ensure clients are presented to all relevant media outlets.

Political Campaign Consulting:

From fundraising to opposition research, media buying to door knocking, media training to politics. Most recently, Lynn Aronberg visited Istanbul in April 2022 to meet with top cabinet members regarding a public relations and political campaign on behalf of the Republic of Turkey. LAPR understands how to navigate the often-challenging worlds of both public relations and politics. LAPR has close working relationships with political figures and media personalities including candidates, elected officials, donors, lobbyists, consultants, and journalists at top print publications and broadcast media outlets like the New York Times, MSNBC, Wallstreet Journal and more.

Special Events & Philanthropy:

The team at Lynn Aronberg Public Relations is equally adept at managing global A-list events as it is at intimate products launches. LAPR works closely with brands to conceptualize an event and bring it to life, manage production agencies, caterers, guest lists and sponsors. Events include Media-only parties, Product launches, Restaurant openings, CEO summits, Political fundraisers, Charity gala, Fashion shows, Trades shows, Book signings, Speaking engagement.



CLIENTS

- *Altier Jewelers*
- *American Academy of Anti-Aging*
- *American Red Cross Broward*
- *www.amillionairesjournal.com*
- *Anushka Cosmedical Spa & Salon*
- *Ave Maria University*
- *BocaRaton.com*
- *British Swim School*
- *CDS International Holdings*
- *Cellware & Guess Now*
- *Celsius Calorie Burning Beverage*
- *Cenegenics Medical Institute*
- *George Hamilton's Youth Infusion*
- *Clothes Hound Boutique*
- *Copper Canyon Grill*
- *Coretomic, Inc.*
- *Cubicle Curtain Factory*
- *Daum Luxury French Crystal*
- *Dara Torres Olympic Swimmer*
- *Decorus Group*
- *Delray Beach Film Festival*
- *Diner en Blanc West Palm Beach*
- *DivorceYes.com*
- *DNA Energy Drink® & DNA Shred Stix®*
- *Ed Downs Trainer to Alonzo Mourning*
- *First Alert Systems*
- *Florida Direct Marketing Association*
- *FreedomWatchUSA.org*
- *FreePoolQuotes.com*
- *Frownies Facial Patches*
- *Ft. Lauderdale Int'l Film Festival*
- *Galit Rondin Jewelry*
- *Gene N. Landrum, Author*
- *Geopon*
- *GL Homes*
- *Global Keratin Salon Professionals*
- *Gold Vending Machine*
- *Gold Coast Venture Capital Association*
- *Goog Lite*
- *Grandview Preparatory School*
- *Havilland Porcelain*
- *Illustrated Properties*
- *Isola Isabella Après Resort Wear*
- *Israel Film Festival*
- *Italbec U.S.*
- *J.L.White International*
- *Janice Leis Real Estate Group*
- *Kablooemail.com*
- *The Knife and Forklift*
- *Keratherapy Professional*
- *Kwandwe*
- *Lalique French Crystal*
- *Let's Get Dressed Clothing Boutique*
- *Los Angeles Gymnastics School*
- *Lynn Henchman Design Group*
- *MalicJewelery and Gem Show*
- *McCormick & Schmick's*
- *Med Gen Inc.*
- *Millennium Lock*
- *Moy Sekret by Galina Todd*
- *Mommy Masters*
- *New York Strip Steakhouse*
- *Native Remedies*
- *O•ZONELite*
- *Palm Beach Int'l Film Festival*
- *PetAlive*
- *Pet Tracks*
- *Pope John Paul II High School*
- *Premiere Martial Arts*
- *PRESH Medspa*
- *Prime Time Sports*
- *Protectus Self-Sheathing Syringe*
- *Radiance MedSpa*
- *Raymond Lee Jewelers*
- *Rexall Sundown*
- *Safety Quick Light*
- *Smile Perfect*
- *Spa Capsule*
- *Stained Glass Memorials, LLC*
- *Solid Gold Gentlemen's Club*
- *Stanley Steemer*
- *Summit Montessori Private School*
- *Sunrise Landscape*
- *Sy Sperling, Hair Club for Men*
- *The Continental Group*
- *The Klayman Law Firm*
- *The Self Defense Company*
- *The Ultimate Lock*
- *Tiffany Woolley Interiors*
- *TiaCrystal.com*
- *Trammell Crow Company*
- *Vandelay Industries*
- *Youth Infusion*
- *and more.*

Lynn Aronberg
PUBLIC RELATIONS

Palm Beach • New York • Los Angeles • London

OBJECTIVES

As media specialists, LAPR capitalizes on collective experience, industry knowledge and vast network of media contacts to generate a splash of ongoing, positive media exposure **for clients.**

STRATEGY

LAPR seeks out and secures local, regional, national, and international press opportunities with target media outlets and media personalities, including broadcast and print platforms, to generate an ongoing stream of positive publicity. LAPR provides counsel to company principals in creating and streamlining messaging/talking points, media trains as needed, fields all media inquiries, vets sales pitches claiming to be reporters, creates suggested list of organizations, events, philanthropic involvement, plans photo ops, collaborations with influencers, complimentary brands to potentially align with, grassroots suggestion to garner attention, coordinates desk-side meetings, garners event invitations, speaking engagements, panel discussions, podcast interviews and so much more.

TACTICS

LAPR will create a press kit (digital and hard copy) to include biographies of company principals (as approved by client), backgrounder, fact sheet, press releases, press coverage, high-res images, and marketing materials, to be used as a pitching tool and increase online google rating through Twitter and Pinterest (highly underrated)

LAPR will create a PR plan or “road map” to manage a seasonal and timely press release schedule and pitching timeline to effectively pitch short and long lead time media outlets in target media markets, particularly national broadcast, consumer, and trade publications.

LAPR will media train, as needed, and monitor press coverage (new and old) to use as marketing tools, while following trends and editorial calendars, review press collateral, and create a database of target A-list media outlets.

LAPR will create media lists and editorial calendars via Cision; and draft and distribute press releases and pitch letters via PR Newswire, a resource only available to well-funded and established public relations agencies, to garner the interest of producers and editors at top media outlets and secure media coverage for the practice.

LAPR will mirror pitching efforts made to traditional media outlets (broadcast, print, radio) to target all “new” media outlets (online, blogs) and social media platforms (Facebook, Twitter, Pinterest, Instagram, Etc.), by saturating each vehicle with introductions, anticipatory news, posts, industry news and updates about the products and company.

LAPR will help leverage dollars spent /investments made on advertising and/or trade show participation to secure additional editorial coverage and one-on-one press appointments.

LAPR will streamline pitching efforts, key messaging and talking points via weekly and monthly meetings and/or conference calls. Ongoing discussion of important information is imperative to the success of the campaign.

LAPR will handle crisis communication accordingly, as well as any unfair business practices negatively affecting client by implementing the go-to, proven and effective political tactics used on the federal level by pop research firms to rectify the situation.

TESTIMONIALS

"Lynn is like a leading lady of the 1940s. She has beauty, brains, and moxie. I highly recommend her for public relations." – George Hamilton, Hollywood Actor (Client)

"Lynn has been a great partner for us, targeting both English and Spanish speaking communities. Well-connected, detailed oriented, flexible, open-minded, and reliable. I recommend her services." Thomas Zimmermann, Executive VP Daum Inc. (Client)

"Lynn is a bright, creative, and savvy PR professional who demonstrates a pride of ownership across her projects. Her ability to define/refine strategy empowers individual/collective execution to deliver a "wow" moment and leave a lasting impression. I valued her skill set to manage competing agendas and witnessed the premium importance she placed upon relationship management. I welcome future opportunities to work with Lynn, as she is asset in any PR conversation or initiative. She has my highest endorsement." Rob Jaynes, Vice President of Marketing, Association of Volleyball Professionals^[1](Manager)

"Lynn is a detail-oriented public relations professional who consistently delivers, no matter how demanding the deadline. She is a pleasure to work with and an unlimited source of creative ideas." Heather Mikesell, Executive Editor, American Spa^[1](Media)

"I had the opportunity to work with Lynn on an event managing several luxury brands. Lynn was very professional and delivered a home run for the client. We were under tremendous pressure with a large audience from around the world and to make matter worse the weather was not cooperative. Despite all the challenges Lynn remained calm and the event was a smashing success. Looking forward to working with her again. She brings style and creativity along with her enthusiasm to add value to any organization." Jason Sickels, Director, Marketing Alliances Operations, Formula Sports, and Entertainment Group^[1]

Lynn is a diligent marketing and public relations professional that knows how to meet deadlines. Her knowledge in new products is an asset to any media and communications company." Kimberly Field, VP at PBG Lifestyle Magazine. (Media)

"There's no doubt that Lynn is a hard worker, but in public relations, personality is so important. And that's why Lynn is great at her job--she's a great person. Anybody who works with her will realize that right away. She also consistently delivers outstanding story ideas and opportunities and understands how to communicate them to the media without being overbearing (not always the case with PR people)." Adam Kuperstein, Anchor, WNBC NYC (Media)

"Lynn enjoys the rare combination of personality, professionalism, punctuality, results oriented, and conscientious in business. Lynn produces results for her clients and is an exceptional communicator. I am happy to recommend Lynn. Top qualities: Personable, On Time, High Integrity." Bill Worrall, The Continental Group. (Client)

"I think the world of Lynn. She's hard working, kind, generous with her time and professional in all aspects of business. She is gentle, yet you want to do things for her clients because she is persistent, yet not pushy. She's dedicated to clients and is always a joy to work with. I think she is the Best of the BEST. I recommend her for any client. IF there were more PR people like Lynn, my job would be easier. She is top-notch, the Best."^[1] Diane Feen, Owner, Feen forecast and Editor at Atlantic Ave. Magazine. (Media)

Lynn Aronberg
PUBLIC RELATIONS

Palm Beach • New York • Los Angeles • London