
Overview

Cy Wakeman is a widely renowned HR consultant and keynote speaker who helps individuals and organizations recreate their mindsets to achieve results. Throughout her career, Cy has managed to help her clients achieve amazing results despite the challenges that exist in their respective organizations.

The Situation

In the spring of 2008, Cy enlisted Ervin & Smith to help grow her brand from a regional to national level.

Ervin & Smith's public relations objectives for Cy Wakeman included:

- Securing national media placements for Cy Wakeman in an effort to build her credibility among working professionals and generate new business leads
- Position Cy Wakeman as an expert in human resources, career management and other various workplace topics

In an effort to generate results for Cy, Ervin & Smith:

- Researched and developed top-tier media lists for PR pitching
- Crafted unique media pitches touting Cy's unique attributes as an HR professional
- Proactively pitched the national media promoting Cy Wakeman as an expert in both corporate and lifestyle change
- Researched and pitched Cy for all appropriate speaking opportunities
- Coordinated interviews for Cy as needed

Results

Cy Wakeman was successfully added to a short list of national experts to serve as an expert blogger for FastCompany.com. And just one month after our media outreach efforts began, Cy was selected to be an ongoing contributor at Pinkmagazine.com. Cy was also featured in two separate articles that appeared in the New York Post. She was also included in a feature story on Entrepreneur.com.

Additionally, Cy was tapped to prepare byline articles for Employee Benefit News and HR.com, two highly respected national trade outlets. Cy was also one of three women in the nation to be featured in the January 2009 issue of Women's Health magazine.

To date, Ervin & Smith's PR team has helped generate an equivalency of more than \$800,000 in national media opportunities for Cy Wakeman. Recent Web analytics show that Cy has generated a steady number of referrals and inquiries from these media placements. The Ervin & Smith team successfully enhanced Cy's credibility and public profile, taking her from a local to national workplace expert.