



NRPR Group Bolsters Its Client Roster with New Digital Marketing Client, While Hiring New PR/Marcom Account Director and Promoting New Consumer Account Manager

Award-Winning Positioning Agency Moves the Needle on More Than Just PR, Showcasing That Digital Marketing, Public Relations and Social Media Marketing Are All Core Strengths of the Company

BEVERLY HILLS, Calif., August 24, 2017 – [NRPR Group LLC](#) (NRPR), an award-winning strategic positioning agency founded by PR and marketing industry veteran, Nicole Rodrigues, today announced it has signed AVETTA Global as a new digital marketing client. Founded by big data, IT, and enterprise tech guru, Lloyd Marino, AVETTA Global provides customized, end-to-end technology solutions for companies of all sizes.

“I’ve worked with many PR agencies before, and I’m excited to place AVETTA Global in the very capable hands of NRPR Group,” said Marino. “This is a team that truly understands my brand from start to finish. With them, I know we’ll be taking our digital footprint to the next level, telling AVETTA’s story from my website across the digital landscape, every step of the way.”

Rodrigues, who started her public relations career in enterprise technology, is excited to bring on another digital marketing client to NRPR Group’s roster.

“Working with AVETTA Global on its digital marketing strategy is a great step for our agency,” said Rodrigues. “Really, it’s something all PR agencies should be doing for their clients. With the evolution of our industry, it’s social media, digital media, and strategic public relations all working together to tell a story. When one piece of that puzzle is missing, your brand won’t truly ever take off. NRPR Group was founded on innovative practices and exploring new ways of PR, and we’re proud to get to showcase this through our work with AVETTA Global.”

In addition to signing a new client, NRPR Group is also celebrating a new hire and an internal promotion.

Jen Rogers joins Team NRPR as a Public Relations and Marcom Account Director, bringing with her more than 16 years of experience in public relations, social media, speaking management, and brand building. During her career, Rogers worked extensively in television programming and promotions with such companies as Sony Pictures Television, Harpo, Netflix, and Telepictures, launching shows ranging from the daytime syndicated hit, “The Dr. Oz Show,” to the award-winning children’s program, “Space Racers.” Rogers is an Emmy-nominated



producer and long time brand builder who will help the team thrive at the intersection of traditional strategic PR and marketing communications.

Jennifer Buonantony, previously a Senior Account Executive at NRPR Group, was promoted to Public Relations Account Manager for the agency's Consumer Division. With more than 13 years of experience in the entertainment, social media, and media relations industries, Buonantony has been with NRPR Group since 2015 and has elevated herself to be a strong leader within the team.

"It is truly an honor to welcome Jen Rogers as a star player on our team, as I've had the awesome pleasure of working with her on projects early in NRPR's life. Additionally, I couldn't be more proud of Jennifer Buonantony on her hard-earned promotion," said Rodrigues. "These two industry pros are great people with professional and personal awesomeness. I can't wait to see what we'll continue to accomplish together."

About NRPR Group LLC:

NRPR Group is not your typical public relations or social media marketing agency. We're an award-winning strategic positioning firm with a talented group of hybrid publicists, content creators, strategic marketers, and creative minds. We're changing the PR game and our clients are reaping the rewards. From startup to grown up, we help companies of any size reach their business objectives through our creative services. For more information, visit <http://nrprgroup.com/> and find us on social media: [Facebook](#), [Twitter](#), [Instagram](#), and [Pinterest](#).

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