

**Chapter 1 Marketing Is All Around Us
Career Chatroom Career Profile**

**Elizabeth Isenberg
Owner & Founder/Isenberg PR**

Q What do you do at work?

A Public relations companies work with clients to secure media coverage for their products. One of my clients is Teeccino Caffé, an herbal coffee [company]. I write press releases to promote new flavors, recipes, new packaging, or health-related stories. Press releases are sent to newspapers, television, radio, Web sites, and magazines. I follow up with e-mails or phone calls, and if interested, I send samples and more information. Then we work together to create a story. It is always a collaboration between the media and myself. Once published, I send a copy to the client, and keep one for my files.

I also work on charitable promotions. For *Events of the Heart*, a charity that raises awareness of heart disease in women, we auctioned off two custom motorcycles that were signed by celebrities. Also, I created press for their goal to get one million women checked for heart disease.

Q What was your first job in marketing?

A I worked for a small public relations firm in Beverly Hills. I had to push past the paparazzi every day to get to work. I am from England, so it was really fun to see Tinsel Town in action.

Q What skills are most important to you?

A Hard work and a can-do attitude. I have been a reporter, editor, and English teacher, and so I appreciate good spelling and grammar, and a clear writing style. Press releases should be one page only—no one ever reads page two!

Q What is your key to success?

A I savor my work. I choose clients who I respect. I could not represent someone I did not believe in. It is important to be friendly, warm, and available to clients. I believe in having dogs at work. I once read a quote, "Dogs are us, only innocent." They give a good vibe to the workplace. Isenberg PR has Macy and Ellie!