



BRI LANEUVILLE, MBA

COMMUNICATIONS & PUBLIC RELATIONS STRATEGIST

Dynamic and outcome-oriented communications, PR, and project management professional with over 12 years of demonstrated experience in strategic communications. Recognized for proficiency in spearheading and implementing integrated internal communications frameworks within business-to-service level industries. As founder of Elevated Image PR, I've built a women-owned consultancy from zero to 30-plus clients while maintaining a 95% referral rate. My expertise spans crisis communications, media relations, and executive-level strategic counsel, with a proven ability to thrive in high-pressure environments while managing complex public relations challenges and fostering innovation and connectivity across organizations.

I specialize in translating complex ideas into clear, memorable stories for nonprofits, government agencies, startups, and major-event teams. My sweet spot is the intersection of data and creativity - I dig into the numbers, pull out the human angle, and build campaigns that feel personal and perform. Throughout my career, I've consistently delivered measurable results, from attracting \$50M+ in new investment to generating over 1 million retweets during crisis communications.

CONTACT

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SKILLS

- **Strategic Communications & Crisis Management**
Expert in crisis communication, emergency response coordination, media relations, executive communications, and strategic messaging during high-stakes situations.
- **Digital Marketing & SEO**
Proficient in SEO optimization, content marketing, social media management, website development, digital strategy, and analytics with proven track record of increasing organic traffic.
- **Public Relations & Brand Management**
Skilled in reputation strategy, community engagement, stakeholder management, government relations, and public engagement initiatives that enhance organizational visibility.
- **Project & Event Management**
Experienced in large-scale event coordination, conference orchestration, cross-department collaboration, strategic planning, and task force leadership.
- **Leadership & Team Development**
Proven ability in team management, executive counsel, organizational development, training programs, and mentoring early-career professionals.

EXPERIENCE

○ Founder & Principal Consultant | Elevated Image PR *January 2023 – Present*

Built a women-owned consultancy from zero to 30-plus clients, successfully landing national coverage and steering crisis-communications playbooks while maintaining an exceptional 95% referral rate. As the founder and principal consultant, I have successfully expanded the client portfolio by 35% through strategic networking and robust marketing campaigns, significantly increasing market share and establishing the firm as a trusted partner in the communications industry.

○ Communications Consultant | Town of Carefree & Scottsdale *June 2023 – January 2024*

Led coordinated communications for two municipal governments, ensuring message alignment across departments, platforms, and communities. Launched a bilingual (English/Spanish) newsletter to expand accessibility and community engagement—achieving an impressive 50% open rate, far exceeding industry benchmarks.

○ Senior Communications Consultant | SNC Lavalin *January 2021 – February 2023*

Led global media strategy and communications initiatives for this major infrastructure company, demonstrating exceptional ability to manage complex, high-stakes communications challenges on an international scale. I crafted and executed comprehensive communication strategies supporting key business initiatives, resulting in increased brand awareness and stakeholder engagement across global markets.

○ Economic Development Marketing Manager | Fulton County *June 2019 – February 2021*

Spearheaded the development and launch of the new Select Fulton website, significantly enhancing user experience and providing a comprehensive portal for economic development resources. This strategic initiative led to increased web traffic and user engagement, positioning Fulton County as a premier destination for business investment and development.

○ Chief Communications Officer | Sonoma County *October 2017 – June 2019*

Managed critical communications during one of California's most challenging wildfire periods, spearheading communication efforts during the 2017 Sonoma-Napa Complex fires and the 2018 Camp Fire. This high-pressure role required ensuring timely, accurate, and transparent information dissemination to successfully mitigate public anxiety and enhance safety for thousands of residents.

○ Public Information Specialist | Durham County *June 2013 – June 2016*

Served as the primary communications liaison for Durham County, fielding over 100 media inquiries and developing comprehensive public information strategies that significantly improved community engagement and program participation. This role required exceptional media relations skills and the ability to communicate complex government operations to diverse audiences.