



## GEORGEANN PIZZI

Senior Vice President

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### Professional Experience

As Senior Vice President, Georgeann serves on the agency's senior leadership team and oversees MassMedia's corporate and consumer services division where she leads a specialized team of communications professionals. With nearly 10 years of integrated marketing experience, Georgeann has developed campaigns and programs for statewide, regional and national clients in a variety of sectors, including energy, food and beverage, health care, government and real estate. She is passionate about moving the needle for her clients and providing them with out-of-the-box strategies that drive measurable business results. Her ability to cohesively plan and execute advertising, public relations and digital marketing initiatives ensures that her clients' unique messages stand out and resonate with their target audiences and ultimately drive them to action.

Georgeann's work has been recognized by the American Advertising Federation, Public Relations Society of America and International Association of Business Communicators. She has also received a number of individual awards, including VEGAS INC's 40 Under 40 and Las Vegas Business Press' Advertising Executive of the Year.



### Education

- B.S., Business Marketing, University of Nevada, Reno, 2005

### Previous and Current Client List

- McDonald's
- Southwest Gas
- State of Nevada
- United Blood Services

### Awards and Recognition

- 40 Under 40, VEGAS INC
- Advertising Executive of the Year, Las Vegas Business Press
- ADDY Awards, American Advertising Federation
- Pinnacle Awards, Public Relations Society of America
- Bronze Quill Award, International Association of Business Communicators
- Newcomer of the Year, Public Relations Society of America