



## MANDI KANE

Media Relations Director

### Professional Experience

Mandi serves as Media Relations Director for MassMedia and brings over a decade of experience in public relations and corporate communication to her role. As an award-winning writer and communications strategist, Mandi engages her strong passion for storytelling to develop and shape messages for her clients.

Prior to joining the MassMedia team, Mandi practiced public relations for several years in Albuquerque, New Mexico where she planned and implemented communications successful communication campaigns in the healthcare, higher education, arts and culture, tourism, restaurant, and sports industries, that resulted in measurable shifts in perception, high earned media values, and stronger relationships with stakeholders for her clients. In previous roles, Mandi has worked for clients that have included: ABQ Health Partners, Comcast, Presbyterian Healthcare Services, the New Mexico Health Information Technology Regional Extension Center, the New Mexico Health Information Collaborative, the Albuquerque Museum of Art & History, CHRISTUS St. Vincent Regional Medical Center, and several professional athletes.

Mandi is Accredited in Public Relations (APR) by the Universal Accreditation Board, and is a past president of the New Mexico chapter of the Public Relations society of America. In 2015, Albuquerque Business First recognized her as a Woman of Influence. She was also a New Mexico Business Weekly 40 Under Forty honoree in 2010.

### Professional Associations and Memberships

- Member, Public Relations Society of America, 2006 – Present
- President, New Mexico Chapter, Public Relations Society of America, 2011-2013
- Junior League, 2012-Present

### Education

- B.A., Journalism and Mass Communication, University of New Mexico, 2006

### Previous and Current Client List

- McDonalds
- Miracle Flights
- Healthcare Partners Nevada
- Nevada State College
- Smart City
- Comcast
- ABQ Health Partners

### Awards and Recognition

- First Place, National Communications Contest, National Federation of Press Women, 2016
- First Place, New Mexico Press Women Communication Contest, 2016
- Accreditation in Public Relations (APR), 2015
- Albuquerque Business First Woman of Influence Honoree, 2015
- New Mexico Business Weekly 40 Under Forty Honoree, 2010
- Cumbre Awards, Public Relations Society of America