



People

Lara Cohn SVP, DIRECTOR OF PUBLIC RELATIONS



"Public Relations today is more than just media relations, it's an integral piece of the overall marketing strategy and is a key component to an integrated approach."

An expert on the relationship between earned and paid media, and a Silver Anvil award-winning public relations professional, Lara has generated hundreds of millions of gross media impressions with top-tier media including *The New York Times*, *Huffington Post*, *USA Today*, *Time*, *Good Morning America*, and *The Wall Street Journal*.

At Halo, Lara and her team maximize brand visibility in both consumer and business communities by relying on an integrated mix of traditional and digital media outreach, media tours, events, social media engagements, conferences, and experiential tactics.

Lara began her career at NBC Network News, and now has more than 20 years of experience creating

local, national, and global publicity for high-profile brands across diverse industries including P&G's Oil of Olay, Old Spice, Pantene, Lysol, Woolite, Pizza Hut and Macy's.

A graduate of Lehigh University with a degree in Journalism and Communications, she is a co-founder of LUMECA, the Lehigh University Media, Entertainment and Communications Alumni organization. Lara is also a volunteer with many local charities and serves on the board of The New York Chapter of the Public Relations Society of America.