

Erica (Rutan) Diverio

Senior Media Strategist

Erica has developed a reputation for excellence in content messaging and positioning, media and analyst relations, thought leadership, public relations and platforms, brand development, and public affairs and crisis communications. In all of her commitments, Erica employs timely, creative and energetic solutions for the success of her clients. Throughout her career in communications and media relations, Erica has managed several successful campaigns in both advertising and public relations.

Promoting strategic media relations and creative direction, her commitment to further client reach has been delivered through media relations, business development, and ghostwriting materials on behalf of executive management including, press releases, marketing collateral, print and online content, website development, social media tactics and management, and developing enduring relationships with the media. Her work has included the following verticals: Property Management and Development, Non-profit, Travel and Tourism, Green Tech, Entrepreneurs and Business leaders, Retail, On-Demand and Rich Media, Financial, Entertainment, B2B, Author Publicity, Marketing and Sales, Health and Lifestyle, and Beauty and Fashion.