

Keira Rodriguez

Senior Media Strategist

Keira is a veteran of the Public Relations/Media Relations industry both in the Hispanic and general markets. For over a decade, she has worked to acquire media coverage and garner exposure for a number of clients in varied industries, among them: *Bigote de Leche*, the Hispanic version of the 'got milk?' campaign; UnitedHealthcare; Utilisima; and *NatGeo Mundo* – TV lifestyle networks launched in the U.S. in 2010 and 2011, respectively. Also included are Zubi Advertising, Colgate, Volkswagen, CDC, Adderall, vitamin water and the National Education Association, among others. Keira got her start in the media industry as an intern at CBS News Productions helping with the research for shows like *Biography: This Week* and *20th Century with Mike Wallace*.

Fully bilingual in English and Spanish, she has a BA and an MS in Communications from the College of New Rochelle.