

## Rebecca Johnson, APR

Senior Account Executive, The Quell Group



As senior account executive at integrated brand communications firm The Quell Group, Becky provides branding, public relations planning, media relations and editorial services to the firm's civil engineering, logistics, automotive supplier, technology and financial services clients.

In this role, she delves into companies' businesses, identifying the unique value they bring to their customers and marketing that message to their constituents. She also is responsible for generating publicity that increases clients' thought leadership, lends credibility to their sales efforts and garners attention for their product or service.

Recently, Becky earned Accreditation in Public Relations by successfully completing an examination process administered by the Public Relations Society of America and the Universal Accreditation Board. The program assesses competence in 60 areas of knowledge, skills and abilities, which includes communication theory, planning, management science and ethics. She joins approximately 4,300 professionals worldwide who have the APR designation.

Becky joined Quell in 2004 after an internship at an automotive-centric public relations agency in Troy where she developed relationships with members of the trade media and prepared news material for Tier One suppliers.

She received her bachelor's degree in integrative public relations from Central Michigan University. While there, she was a reporter for the campus newspaper, a board member for the Public Relations Student Society of America and a staff member at a student-run PR firm.

Additionally, Becky's commitment to the profession is expressed in her philanthropic PR work. She enjoys helping organizations—no matter the size—expand their awareness and build their reputations. She serves as vice president of communications for the Michigan Council of Women in Technology and communications chair on the Farmington Youth Assistance's board of directors. She is a member of the Public Relations Society of America. She resides in Royal Oak, Mich.