



PRESS RELEASE

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**ACCOUNT MANAGER HEATHER LONG JOINS
BERBAY MARKETING & PUBLIC RELATIONS**

LOS ANGELES, CA- [Berbay Marketing & Public Relations](#) has added Heather Long as Account Manager. Ms. Long will focus on strategically developing and creating opportunities that deliver value and visibility to clients, as well as assisting with Berbay's business development initiatives.

Prior to joining the firm, Ms. Long held positions at marketing and boutique public relations firms specializing in healthcare technology and entertainment where she developed strong media relations skills, executed special events, and implemented effective marketing and public relations campaigns for clients.

"Heather's energy and drive is exactly what we look for at Berbay," said [Sharon Berman](#) Principal with Berbay. "Her meticulous attention to detail and strong communication skills will be a great benefit to our team and clients."

She obtained her Bachelor's degree in marketing and graduated with honors from Fairleigh Dickinson University. Ms. Long held prominent leadership positions serving as president and vice president of Zeta Tau Alpha, a Greek sorority with more than 65 chapter members.

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Founded in 1995, Berbay Marketing & PR specializes in working with professional services firms including law, financial services, real estate, A/E/C, and B2B enterprises.

Berbay Marketing & Public Relations

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