

October 6th, 2017

InKlein

Brandon Lausch - blausch@temple.edu

Email subject line: Tremendous Alumna – Jessica Lawlor

Dear Mr. Lausch,

Are you ready to “get gutsy”?

I am reaching out to introduce Jessica Lawlor, an established blogger and Temple alumna in the Philadelphia area. Jessica decided to step out of her comfort zone in December 2015 by quitting her job and making a career out of her “Get Gusty” blog. After graduating from Temple University and working in different public relations sectors, such as healthcare and tourism, she started her own firm: Jessica Lawlor & Company. Jessica is now a specialist in communications consulting, public speaking and she also teaches yoga on the side.

Jessica is a very well accomplished alumna who has had the opportunity to come back and teach at Temple and share her career experience with soon-to-be graduates. What was just her creative outlet in 2012, grew to be her full-time profession by 2015. Through her blog, Jessica is now a freelancer for Muck Rack, has partnered with Pepsi and Hershey Park, took over the chestnuthill_pa Instagram page and used her blog exposure during her trip to Ireland this past summer, promoting the hotels where she stayed. Her authenticity, vulnerability and honesty have helped her build her brand and make a name for herself in the Philadelphia blogger community.

The Klein College of Media and Communication empowers students to take advantage of their skills and use them to the best of their capabilities. This is what Jessica has been doing since 2012, when she opened her “Get Gutsy” blog at jessicalawlor.com. She would be a tremendous alumna to feature in the InKlein newsletter to highlight the power and influence of blogging in a world that is constantly becoming more digital.

Thank you for your time. I am available to answer any questions you may have on Jessica Lawlor.

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