

The background of the entire page is a complex, abstract geometric composition. It features overlapping translucent shapes in shades of blue, yellow, and white. A large, stylized 'C&C' logo is visible in the upper left, and a large 'C' logo is in the center. A pattern of small white dots is scattered across the lower right portion of the background.

AWARDS FOR
EXCELLENCE IN
**PUBLIC
RELATIONS**
2019

Young Communications Professional Of The Year



Mitchell O'Gorman, Managing Director (Ireland), Kantar and Niamh Breathnach, MPRII, Account Manager, Alice PR & Events.

This award recognises outstanding performance by a young communications professional (aged 28 or under on 01 January 2019).

Winner

Niamh Breathnach, MPRII

Company

Alice PR & Events

Title

Account Manager

Biography

Niamh graduated with an honours degree in Communications Studies from DCU and an MA in Public Relations from DIT.

After completing two short-term projects in the tech and recruitment sectors, Niamh joined fledgling Alice PR & Events (a consultancy firm working with government agencies, research and innovation organisations, advocacy groups, start-ups and SMEs) as Account Executive in February 2016. She was promoted to Senior Account Executive within six months and received another promotion to Account Manager in 2017.

In December 2018, Niamh was appointed to the management team at Alice PR, taking on the role of Operations Manager alongside her client-facing role – giving her full responsibility for creating and implementing new administration systems and procedures; intern recruitment and management; and the coordination of Alice PR's own marketing activities.

Niamh is also a member of the Alice PR training team and has delivered training on public relations, social media and digital communications for a range of clients.

She was the first full-time member of staff at Alice PR in 2016. The business is now a team of 12.

Niamh is also involved in the DCU mentorship scheme which runs as part of DCU's MA in Public Relations.

Citation

The judges commended Niamh for displaying a high level of commitment to her clients, the ability to listen and respond thoughtfully, and the energy to take on any challenge coming her way.

She also displayed a strong commitment to her ongoing education and, interestingly, had successfully started her career through an internship.

In addition to these attributes, Niamh was commended especially for:

- Demonstrating a particularly high level of capability in campaign planning and delivery.
- Strong strategic insights.
- A commitment to developing the profession through mentoring even younger talent.
- And for having a clear understanding of her role in business management and expansion.



KANTAR

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RUEPOINT MEDIA

