

Punch Communications Strengthens Growing Team With Senior Appointment

Submitted by: Punch Communications

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19.12.2012, London, UK - Integrated PR, social media and SEO agency

(<http://www.punchcomms.com/seo-agency.html>) Punch Communications has appointed Kelly Hill as a Senior Account Director to bolster its growing team, which has doubled in size every year for the last four years.

Kelly brings to Punch ten years of experience across in-house and agency PR, both in the UK and Australian markets. After graduating in Media with Journalism, she landed a PR role at one of the UK's largest universities, managing its reputation domestically and overseas, followed by four years at globally-renowned consultancy Porter Novelli in Sydney, and most recently as Account Director at a leading Midlands-based boutique agency.

A qualified journalist, she has worked with iconic clients spanning FMCG, telecoms, financial services, travel, technology and education sectors, offering strategy development, sponsorship negotiation, media relations, event management, issues planning and digital PR support.

Kelly has managed campaigns for household name brands including Visa, 3 mobile, P&O Cruises, Wrigley's, Smiths (PepsiCo), Vision Express and Gossard. At Punch, she will help to drive a range of client accounts and build upon Punch's service offering.

Punch puts its rapid growth down to an integrated model, combining traditional and digital PR (<http://www.punchcomms.com/Digital-Public-Relations.html>), organic search and social media expertise to deliver better commercial benefit to its clients.

Kelly said: "Joining Punch is exciting because it's a growing agency with a fantastic reputation. Despite a traditional PR background, I believe the Punch approach of combining PR with search and social media to get the best from each is truly industry-leading. I'm looking forward to building upon my social media experience and expanding my skillset into SEO to deliver more effective results-driven campaigns for clients."

Punch was launched as a PR agency (<http://www.punchcomms.com/>) in 2003 by husband and wife duo, Pete and Emma Goold, and now boasts a team of more than 25 consultants working with globally recognised brands such as Sony and Audioboo, through to nationally focussed start-ups.

Pete Goold, Managing Director of Punch added: "Kelly brings to Punch a wealth of PR experience across global brands and is a valuable addition to our senior team. Punch is constantly evolving, offering integrated PR, search and social media services. It's vital to our continued growth to have a team of dynamic consultants with specialities within each discipline - alongside a hunger to embrace all three of the core services Punch offers, which Kelly is super keen to do."

For more information about Punch Communications visit www.punchcomms.com (<http://www.punchcomms.com>), call +44 (0) 1858 411 600 or follow Punch on Twitter @punchcomms or Facebook [at/punchcommunications](https://www.facebook.com/punchcommunications)

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