

BIOGRAPHY: RICHELLE D. PAYNE



RICHELLE D. PAYNE is managing partner/consultant at Hurst & Leigh Communications Group, a boutique PR consulting practice in East Falls, PA.

A former journalist, college English professor and head of college PR, RICHELLE is a trusted advisor who has developed and directed communication programs where none previously existed, improved business processes, implemented best practices, counseled presidents and delivered sales and motivational content in multiple languages across a variety of platforms. She is highly recruited for her expertise in reaching and engaging audiences at all levels of brand awareness.

For more than 20 years, she has helped organizations and individuals understand their strengths and reputation and translate that knowledge into campaigns that engage stakeholders, rally public support, promote optimism and fuel changes in actions and attitudes.

The 100% woman-owned agency serves a growing list of local and national clients, including colleges & universities, non-profit & humanitarian groups, faith-based & community organizations, authors, motivational speakers and multi-national companies specializing in health & wellness, publishing, film & TV production, education, community economic development and financial literacy. She has directly worked with some of the most exciting projects and respected personalities:

- corporate PR for MEE Productions, a Philadelphia-based urban market research & social marketing firm
- media relations for Houston's **Lakewood Church and coverage of its historic acquisition of the Compaq Center**
- event management for The Bishop's Cup, an annual golf tournament with The Potter's House
- PR and media strategy for Atlanta's **MBC Network**
- issues briefings for the **Billy Graham Evangelistic Association**
- media relations for Cloud Ten Pictures, producers of **Left Behind: The Movie** and the Canadian TV pilot
- reputation management for Big Idea Productions, producers of **Jonah: Veggie Tales Movie**
- travel writer for the **Jordan Tourism Board**
- fundraising communications for **Reconciliation Outreach**, a Dallas-based residential rehabilitation community
- publicist/book tours for Dr. Creflo A. Dollar of Atlanta's **World Changers Church International**
- spokesperson training for Toni Trueblood, **Dallas Christian radio host-turned-author**
- marketing communications for **Saint Augustine's College** in North Carolina
- proposal writer for CORE, a Midwestern **commercial real estate developer**

RICHELLE takes an integrated approach to understanding, protecting and managing corporate brands, which has garnered her recognition and awards from the Dalton Pen Company; American Corporate Video; Hampton Roads Black Media Professionals Echoes of Excellence media program; and the Council for the Advancement and Support of Education (CASE). She holds a Bachelor of Arts degree in English from Hampton University and the Master of Arts degree in Corporate Communication from Duquesne University.

RICHELLE has served on the board of directors for Hampton (Virginia) Jazz Festival, Hampton Bay Days and Dress for Success Dallas (Texas) and now sits on the board of directors of the National Black Public Relations Society, Inc. and the Philadelphia Diversity Council. She also chairs the executive committee for the Garden City United Methodist Church Laity Scholarship Fund in suburban Pittsburgh. RICHELLE resides in Philadelphia.

ABOUT HURST & LEIGH COMMUNICATIONS GROUP

HURST & LEIGH COMMUNICATIONS GROUP, a boutique consulting practice, delivers **sound, strategic solutions** for engaging employees, positioning executives, products and causes, and reaching out to media and other stakeholders through timed, targeted creative messages and events. For more information, visit www.hurstleigh.com.