

Holly Boldrin, APR, CPRC, is Priority Marketing's Director of Public Relations. In addition to managing the company's award-winning public relations department, Boldrin's responsibilities include developing and implementing proactive strategic public relations programs for clients, crafting key messages to reach clients' target audiences, pitching stories and coordinating interviews to secure media placements, drafting news releases and articles, coordinating special events, speaking engagements and fundraisers, as well as developing and executing crisis communications plans.

Boldrin has 25 years of experience in the communications field, specializing in media relations for healthcare, healthcare technology and general business in both the for-profit and not-for-profit sectors. Prior to joining Priority Marketing, Boldrin spent 10 years in public relations in both the for-profit and not-for-profit sectors. Prior to that, Boldrin spent 10 years working in TV news as a managing editor and assignment manager. Boldrin holds a bachelor's degree in mass communications from the University of South Florida.

Outside the office, Boldrin volunteers at her son's school and Boy Scout Troop, and also serves on the board of directors for the Pine Manor Improvement Association.