

ABOUT ALYSON SELIGMAN



A blogger, public relations consultant and motivational speaker, Alyson Seligman is passionate about helping women and businesses succeed. She has worked in PR for nearly 20 years, and for the past decade has led two companies: a personal style and personal growth blog, The Modern Savvy, and a South Florida-based public relations, branding and social media company, The SBS Agency.

Since the inception of her blog in 2010, Alyson has worked with major brands including Target, Lilly Pulitzer, Kendra Scott, Tropicana, Walmart and more. Her dual role as a PR consultant and blogger has afforded her incredible insight into the growing “influencer” market and how businesses (including their PR) can collaborate to create impactful partnerships.

Today, Alyson uses her platform to share everything from her favorite style finds to her health journey – she a rare neurological condition and was paralyzed nine years ago unsure of her future – to inspire, motivate and encourage women of all ages to push for their dreams, overcome adversity and obstacles, and live authentically and boldly into who they are meant to be.

Connect with her: @themodernsavvy