

Member Profile: Aurora Sassone, Edelman

by **Pattie Stechschulte**



Aurora Sassone is an account supervisor on the corporate team at Edelman, working out of Atlanta. She specializes in business-to-business public relations, technology and telecom, and has a passion for mobile and health/sports technology. She lives in Denver, Colorado, with her husband, newborn son Bryce and a beagle.

How did you get into public relations?

"I developed an interest in public relations when I was a journalism and sociology major at the University of Colorado at Boulder. During my senior year, I accepted an internship at a public relations agency to fulfill a credit requirement. This is where I found my calling," she recalls. "Public relations gave me an opportunity to dig into why people follow certain social cues — while applying my passion for writing and storytelling. I've spent most of my career working on the agency side, but would one day love to try my hand at a startup."

What was your most memorable professional moment?

"It had to be celebrating the 100,000 user mark of a little startup company called Skype at the CEO's home in Tallin, Estonia. It was one of the first tech companies I worked for, and back then I knew it would be big. But I never guessed it would become so big that it's now a commonly used verb."

What advice would you give newcomers to the profession?

"Take the time to really understand your company's and/or your client's business and the industry. Learn how their product or service works, what impact it makes, as well as its weakness. I don't know how many times I've heard a client complain about the last agency that just didn't understand their business."

"Also, always be reading. Whether it's the news, the latest business book or a best-selling novel, reading will expand your brain and give you something to talk about."

What is your motivation to be on the PRSA Technology Section?

"To geek out with like-minded, trail-blazing techies. In all seriousness, technology is where it's at. Technology has infiltrated just about every industry, whether you are a real estate company deploying a social network or a manufacturing company looking to automate a facility. Organizations need to embrace technology because it is one of the most disruptive forces that yields new opportunities for businesses."

Where would we most likely see you after hours?

"You can find me out hiking on the trail with my three-month-old son strapped to my chest and my beagle, Primrose, in tow."