

## 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."