



Meet Blair Broussard,

As Vice President of AR|PR, Blair manages the PR firm's New Orleans office and is responsible for serving the company's Gulf Coast technology clients. She is a seasoned communications professional who understands the ever-evolving world of social media and how it intersects with traditional marketing and public relations.

With both agency and in-house communications and marketing experience, Blair recognizes the importance of delivering tangible results through an integrated approach. A Certified HubSpot Inbound Marketing sage, she has strategically grown social media networks by triple digits annually across multiple platforms, drafted and utilized rich content to increase lead generation, and has secured national media coverage from some of the biggest outlets, including Mashable, NPR, TODAY Show, USA Today, Wall Street Journal and Forbes. She was even featured in PRWeek for two consecutive years for her work on successful client campaigns at the technology industry's Super Bowl – CES.

Blair has been a contributing author in top-tier industry publications such as PRNews and PRDaily, where she has shared social media and content marketing best practices and trends. She was the recipient of New Orleans' PRSA 2015 Award of Excellence, named one of Silicon Bayou News' Silicon Bayou 100 as well as a New Orleans Millennial Award finalist. She has also been featured in Inc.com, The Complete Idiot's Guide to Social Media Marketing book series and a Hootsuite social media webinar series as someone who "gets" social media in the corporate world. Blair received a Masters degree in mass communication from Louisiana State University's Manship School of Mass Communication. Her experience spans B2B and B2C startup and enterprise-level companies across the technology industry, with a focus on mobility and energy sectors.

Blair is an active member of the Junior League of New Orleans, where she currently serves as a Social Media Committee Co-Chair, helping to strategically communicate the league's visions and mission to its members and the community. In her downtime, Blair loves absorbing the amazing

culture, food and music of South Louisiana, reading a good book and traveling every chance she gets.