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HKA, Inc. expands team with addition of two new PR professionals

Tustin, Calif. (May 4, 2009) – HKA, Inc., an award-winning public relations firm based in Tustin, recently expanded its client management and support team by adding Anika Ramirez as Assistant PR Specialist and Mari Feazel as PR Coordinator.

“During these challenging economic times and widespread company downsizing, HKA has been fortunate to maintain healthy client accounts and add new business, resulting in the need for new team members that can contribute to our success,” said Hilary Kaye, founder and president of HKA, Inc. “I have the utmost confidence in Anika and Mari’s capabilities as PR professionals. They each bring highly creative talents to HKA and we are excited to utilize their abilities on behalf of our clients.”

Anika Ramirez, a Costa Mesa resident, is responsible for managing and supporting various client accounts, including creating and executing effective public relations campaigns. Prior to HKA, Ramirez spent two years supporting Toshiba’s Digital Products Division as an Assistant Account Executive at another award-winning PR firm in Orange County.

Ramirez graduated cum laude from California State University, Fullerton with a bachelor's degree in communications with a concentration in public relations. While in school, she held full-time public relations internships with an Orange County boutique PR firm and an event-planning company. She also initiated, as campaign leader, the public relations efforts for the 2006 Cystic Fibrosis Foundation's Sixty-Five Roses Golf Classic fundraiser, resulting in extensive local media coverage previously never attained by the event.

Mari Feazel, a resident of Orange, spent one year studying journalism at Cal Poly, San Luis Obispo before graduating from Chapman University in 2008 with a bachelor's degree in public relations and advertising and a near-perfect GPA. Her senior project, a comprehensive marketing plan for a Chapman student film, was nominated as a semi-finalist for the school's upcoming Cecil Awards.

Feazel previously held internships at the public relations department of the Roxy division of clothing manufacturer Quiksilver, and in the eMedia department of public relations agency Rogers & Cowan in Los Angeles. She also served as the director of public relations for Chapman's Associated Students. As a PR Coordinator at HKA, Feazel utilizes her talents for writing and design in supporting various client accounts.

About HKA, Inc.

Hilary Kaye Associates, Inc. (HKA) is an award-winning public relations firm based in Tustin, Calif. The agency has been providing a diverse list of clients with personalized attention and top-quality results for more than 25 years. HKA offers its clients strategic direction as well as proven tactical support, with PR campaigns that integrate traditional and social media channels. For more information on HKA, visit the website at www.hkamarcom.com or call (714) 426-0444.

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