

Alissa Neil Biography

Alissa Neil was raised in the suburbs of Washington, DC. She received her undergraduate degree in business at the University of Michigan. While her experience provided her with invaluable skills that would support any business endeavors, she learned that she wanted a more creative career. After graduating from Michigan, she moved closer to home to pursue a master's in journalism at the University of Maryland, College Park. With her familiarity with business practices and journalistic skills, Neil would find her place in the public relations field.

The beginning of her career was spent working in-house and for agencies. She got her start working as a public relations associate at Hearst Magazine. After several years at Hearst, she left to take on the role of the public relations manager at Village Voice. As she furthered her career, her roles evolved from journalistic to more business-oriented. In 2003, she started her own public relations firm, *Alissa Neil PR*. Her firm specializes in technology, media and lifestyle spaces. Neil's story is an example of how a public relations degree isn't an absolute necessity to be successful in the field. For example: studying business and journalism gives you an advantage on the media relations side of PR since you know how businesses run and you know what journalists look for in news.

Neil founded her agency around the turn of the millennium, during the birth of social media. While she understands its importance in society and the communications field, social media can still be difficult to navigate. Neil often turns to her younger peers for help with clients' social media management. Younger generations grew up in the social media age, and it's baked into everything they do. Neil leans on those people on her team who have more expertise in that realm.