



## Got Press?

### **McKerns Development Specializes in Creating Press Marketing and Strategic Communications**

***(US)- Leslie Allison McKerns, multi-degreed design, press, public relations and writing professional, knows about what you do, and she knows how to get your company and your projects publicized.***

**Ms. McKerns, BA, BS, FL Lic. ID, AIA Allied, is a strategic marketing professional.** She writes feature articles and press releases and places them with over ninety-eight (98) major Florida metro publications, and targeted national publications in your geographic area and that of your target market. Ms. McKerns also writes brochure content, press packet inserts, web copy and professional communications and writing for business, and develops and implements strategies, marketing plans, promotions, events, campaigns and marketing programs. See the all new website at <http://www.freewebs.com/mckernsdevelopment/>

Publications and contacts include *The Associated Press (AP), AP Business News; PR Wire, AEC NewsWire; Construction Professional; National Real Estate Investor; Florida Trend; High-Profile Magazine; SouthFlorida CEO; Real Estate Construction Executive; Who's Who; Southeast Regional Business, Florida Control Bureau Miami; Florida Real Estate Journal; Architectural Digest; Florida Design; Florida International Magazine; Palm Beach Illustrated; CitySmart; Luxury Living; City and Shore; Miami Herald; Miami Today; Miami Daily Business Review; Coral Gables Gazette; Palm Beach Post; Palm Beach Daily Business Review; Boca News/Business; Sun-Sentinel, Business Monday, Your Business, Boca News, Business People in the News; Orlando Sentinel; Orlando Business Journal; The Orlando Times; Orlando Weekly; World City Web- Business For South Florida's Global Leaders; South Florida Business Journal; Treasure Coast Business Journal; Treasure Coast Business; Gulf Coast Business Review; News-Sun; Florida Times Union; Jacksonville Daily Record; Jacksonville Business Journal; St. Augustine Record; Northwest Florida Daily News; Port St. Lucie News; Jupiter Courier; Marco Island Eagle; Naples News; Tampa Tribune; The Gainesville Sun; Osceola News Gazette; Real Estate Journal at Wall Street Journal; McGraw Hill Construction, Southeast Construction, Florida Edition; Southeast Real Estate Business; ArchNewsNow; Gulf Coast Business Review and many more regional, national and international publications.*

**Ms. McKerns holds the B.A. degree in English from Tulane University,** and is a multi-published author with McGraw-Hill. She has lectured, and authored numerous articles and professional communications for herself and her clients.

**Ms. McKerns also holds the B.S. degree in Interior Design and Construction** from Florida International University. Ms. McKerns has been a business owner for sixteen years, and prior to that worked with major South Florida architectural firms, including as a Vice President and Department Head. With McKerns Development, she has worked as a strategic marketing consultant structuring mergers and acquisitions, landing contracts in the millions of square feet, forming joint ventures and associations, and publicizing real estate product and service offerings.

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