



Becker Communications, Inc. Hires Adriana Herrera

(November 15, 2007) -- Adriana Herrera has been hired as an assistant account executive by Becker Communications, Inc. (BCI), a full-service public relations firm based in Honolulu, Hawaii.

Herrera brings experience in marketing, public relations, grant writing, internet presence management and event planning to her work to the company.

Prior to joining BCI, she provided services for non-profit-organizations, including Kids Included Together (KIT) and StandUp For Kids. Her responsibilities included brand identity programs and development of advantageous government relations. She has received several awards for her work to improve the lives of at-risk children.

Herrera received her bachelor's degree in psychology from the University of California, Riverside. She is actively involved in professional development groups such as ADS and the Public Relations Society of America.

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