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Cavallaro joins Rhino PR as account executive

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South Hamilton, MA According to Rhino Public Relations (Rhino PR), a specialty public relations and marketing agency, Danielle Cavallaro has joined the firm as an account executive. In her new role, Cavallaro will provide daily support for the operations of each account, including press release and article writing, editorial research, client reporting, and deadline tracking, as well as overall agency administration.

“We are excited to add Danielle to our experienced team of PR professionals,” said Susan Shelby, FSMPS, CPSM, president and CEO of Rhino PR. “With her exceptional writing and editing skills and attention to detail, Danielle is an enormous asset to our team and to the clients we serve. We pride ourselves on going above and beyond the call of duty for our clients and we know Danielle shares a similar mindset.”

Rhino PR is a full-service public relations and marketing practice focused on meeting the unique needs of professional services firms. With customized services based on each individual client’s goals and budget, Rhino PR supports clients’ existing communications staff or provides fully outsourced PR and marketing services for long-term programs or short-term projects. Helping companies “take charge” of their PR and marketing initiatives, Rhino PR delivers committed personal service that increases brand awareness and drives revenue.

Prior to joining Rhino PR, Cavallaro was the marketing manager at DMS design in Beverly, Mass. In that role, she managed the architecture firm’s marketing and public relations campaigns, including press releases, advertising, web site management, and social media outreach. Danielle’s past work experience also includes advertising and editing positions.

Cavallaro graduated from Salem State University in Salem, Mass. with a bachelor of science in Communications with a concentration in professional writing and a minor in psychology.

Rhino PR is a full-service public relations and integrated marketing communications practice focused on meeting the unique needs of professional services firms. The agency’s customized, personal approach has delivered success for some of the most well-known and respected professional services firms in the Greater Boston area, which the firm is honored to count as longstanding and trusted clients.

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