

# **Women's Work in Public Relations**

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# Women's Work in Public Relations

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## About the Editors

**Elizabeth Bridgen**, FHEA, is Principal Lecturer in Public Relations at Sheffield Hallam University, UK. She is co-editor with Sarah Williams of this book, *Women's Work in Public Relations*, to which she also contributed a chapter 'Just Like Any Other': Public Relations Careers in the Adult Industries. She is also co-editor with Dejan Verčič of *Experiencing Public Relations: International Voices* and recently contributed a chapter, 'It's Trivial, Bitchy and Dull' to Martina Topić's edited collection *Towards a New Understanding of Masculine Habitus: Women in Leadership in Public Relations* and is writing a book chapter which explores women's freelance career experiences in the UK public relations industry (with Sarah Bowman and Heather Yaxley) for a forthcoming book on gender and freelancing in the communication industries (edited by Anca Anton and Raluca Moise). She has had work published in *Journal of Media Practice* and *PRism* and recently co-authored a Chartered Institute of Public Relations-funded project on social mobility in public relations (with Stuart Baird) called *Levelling Up the Public Relations Profession*.

Her research explores the lived experience of PR practitioners with a focus on gender and technology and is currently working on a portfolio of research projects on the marginalised in PR communities and is currently researching and writing a book with Ileana Zeler titled *Race and Social Mobility in Public Relations*. This is to be published by Routledge as part of their *Global PR Insights* series.

**Sarah Williams**, MCIPR, MCIM, FHEA, is the Head of the School of Business and Law at Buckinghamshire New University, UK. She is co-editor with Elizabeth Bridgen of this book, *Women's Work in Public Relations*, to which she also contributed two chapters, 'Performing Professionalism: A Story in Three Acts', and 'Using Ethnography to Explore Women's Work in Public Relations'. She is also a contributor to *Experiencing Public Relations: International Voices*, edited by Bridgen, E. and Verčič, D. She is also a co-editor with Nikos Stylos, Roya Rahimi and Bendegul Okumus of *Generation Z Marketing and Management Tourism and Hospitality* and contributed a chapter to 'Promotional Strategies and New Service Opportunities in Emerging Economies' edited by Nadda, V., Dadwal, S. & Rahimi, R and published in 2017.

She has had work published in the *Asia Pacific Journal of Public Relations Research and Advances in Hospitality and Tourism* and is writing a book chapter which investigates the lived experiences of female PR freelancers in the UK for a

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## About the Contributors

**Jade Bilowol** is a PhD student with the School of Media and Communication at RMIT University, Melbourne, Australia, and a full-time PR professional. Her PhD research is focused on exploring PR practitioners' perceptions of contributors to burnout in the Australian PR context. She has published journal articles with *Public Relations Review* titled 'Multinational corporations' role in developing Vietnam's PR industry through corporate social responsibility' (2015) and 'Vietnamese public relations practitioners: Perceptions of an emerging field' (2014). Jade was a Full-time Lecturer with the Professional Communication program at RMIT University Vietnam's Saigon South Campus from 2010 to 2015. Since 2015, Jade has worked as an account manager for a PR agency that specialises in tourism and works mainly with high-end hotel clients. She began her career as a journalist in the late 1990s and after completing a Master of Business majoring in Public Relations with the Queensland University of Technology in 2007, she worked in Queensland government PR as a senior media and issues advisor. Her industry knowledge and experience have inspired her academic research.

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**Bron Eames** has advised numerous national and international brands across B2C and B2B sectors – with particular expertise in food and drink, leisure retail, retail, automotive, transport, construction and home interest. She was managing director of two award winning Midlands' (UK) consultancies for over 20 years and sat on the leadership teams of a number of full-service agencies. A Fellow of the CIPR, past chair of the Midlands committee (twice) and three times chair of PRCA Midlands, she is now an independent consultant, providing non-exec support, mentoring, training and strategic counsel. Here she discusses why she has worked in PR for over 40 years.

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**Fabiana Gondim Mariutti** is a Lecturer at Federal University of São Carlos, São Paulo State, Brazil. She carried out her post-doctoral research at FEA-Ribeirão Preto, University of São Paulo (USP), in Brazil (FAPESP scholarship – data collection included personal semi-structured interviews with internationally recognised professors located in universities in England, Portugal and Switzerland). She has a PhD from Leeds Business School, Leeds Beckett University, England (CAPES Brazil scholarship) that the University of São Paulo revalidated. Her master's degree was from FEA-Ribeirão Preto, University of São Paulo (FAPESP scholarship and CNPq grant with data collection in the United States). She postgraduated in Strategic Business Management by FAAP-Ribeirão Preto, São Paulo. She has a bachelor's degree in Social Communications, with a Public Relations major, from the Pontifical Catholic University of Campinas (Pontifícia Universidade Católica de Campinas – PUC-Campinas), São Paulo State, Brazil. Her High School senior year was awarded from Lyman High School, Longwood, Florida, in the United States. Since 2010, Fabiana has worked as an academic – lecturing, supervising and researching in Brazil and England. Before, this, Fabiana worked in the strategy, marketing, branding and PR domains for multinational firms, franchising headquarters, language schools and consultancies. Fabiana has 2 books and 5 book chapters published (Germany, UK, US) and more than 30 scientific papers. Fabiana is a co-founder and volunteer researcher of the *iii-Brazil* index, with weekly analytic-based reports since April 2022. She obtained the National Honour Society in the United States, Elsevier Reviewer Recognition and the Honour Reviewer Award at EMA (Marketing Triennial Conference by ANPAD). Her main research themes are the country of origin effect theory and its theoretical-methodological evolution and higher education teaching and learning developments.

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**Dr Heather Yaxley**, FCIPR, is an author-academic-educator-consultant-practitioner-historian. Her PhD thesis investigated 'Career Strategies in Public Relations', developing a new tapestry paradigm that provides original insight into contemporary and historical career experiences. Research papers exploring the origins of PR careers as well as career experiences of female practitioners in the 1970s/1980s were presented at the International History of Public Relations Conference and published in *Public Relations Review*. Heather worked in consultancy and in-house roles before setting up her independent business, Applause Consultancy. This supports organisations, teams and individuals with critical thinking, reflexive practice, strategic projects, ethical decision-making,

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