

Kim A. Lehman
PR Strategist
Varsity



Kim is an accomplished PR executive with more than 25 years of experience developing and implementing award-winning campaigns for a diverse roster of clients including The U.S. Department of Homeland Security and the Ad Council, The Coca-Cola Company, Messiah Lifeways, Kohl's, PinnacleHealth, Health Promotion Council, The PA Department of Health, Johnson & Johnson and Mars, Inc.

In addition, she has worked on public relations campaigns for non-profit organizations including Mercy Ships, Presby's Inspired Life, Sustainable Electronics Recycling International and American Foundation for Suicide Prevention.

The majority of her work includes strategic planning, writing press materials, pitching national and regional media outlets, planning launch events and media training company spokespersons. She has placed stories with top-tier broadcast outlets including Today and Good Morning America, as well as local market morning shows including Good Day PA and Good Day Philadelphia.

Kim has also secured articles and op-ed pieces for her clients in local, statewide and national print publications including *Real Simple*, *O - The Oprah Magazine*, *The Philadelphia Inquirer*, *Associated Press*, *50Plus LIFE*, *New York Daily News*, *USA Today*, *WSJ*, *Senior Living News*, *Bloomberg Businessweek*, *The New York Times*, *Central Penn Business Journal*, among others.