



PUBLIC RELATIONS

BRINGING YOUR BRAND OUT OF THE BOX AND INTO THE SPOTLIGHT



State of Florida Woman Business Certified

Federal Identifiers

UEI: F251LEN4F349

CAGE: 91NP0

DUNS: 041581769

Codes

NAICS

541430 **541820** 541611

561320 541613 541618

561990 611430 711510

PSC

R410 R422 R426

R701 R708

Primary Contact

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(609) 721-1515

Web/Social

 outoftheboxnj.com

 [ginablume](https://www.linkedin.com/in/ginablume)

Capabilities

A public relations firm with a unique skill set of engineering and accreditation in public relations providing full-range communications services for reaching your stakeholders.

Corporate Information

- Gina Blume, APR, President
- Chair, PRSA Independent Practitioners Alliance
- Leadership Clay Class of 2023
- Featured author and speaker, PRSA

Core Competencies



Public Relations

Research, surveys, planning and measurement



Messaging

Brand messaging, slogans and taglines for congruency



Marketing

Strategy, email marketing, social media and engagement



Tech

Video conference training, staging and support



Plain Language

Deciphering difficult subject matter for clear communication



Graphic Design

Graphics, infographics and advertising support



Writing

Content, copy editing, proofreading, media releases and newsletter writing



Presentations

Creation and delivery for marketing and professional development

Past Performance

American Documentary Program planning, training material development and workshops for transition to virtual services.

NJSBDC Technical training sessions for staff development and entrepreneurial skills presentations for hundreds of small business clients.

United Federation of Teachers Training and educational presentations for retired teachers.

Acts Senior Living Programs for meaningful engagement for residents of their campuses in multiple states.