

RALEIGH, NC, September 20, 2013 **/24-7PressRelease/** -- MMI Public Relations, a full-service public relations firm based in the Triangle region of North Carolina, has announced that Kelsie Murdock, assistant account executive for the firm, has been named the new director of marketing for the International Association of Business Communicators' (IABC) Triangle Chapter.

In this position, Murdock will assist the vice president of marketing in managing and developing the communications strategies and tools that enable members to easily interact with one another and with IABC, both the local chapter and the national organization. Through the utilization of digital and social media tools, she will work to help members uphold the key purpose of the organization - to network and learn from other communication professionals in their local and national communities.

The IABC Triangle Chapter is a professional membership organization which links communicators from across North Carolina's Triangle region to identify, share and apply the most effective communication practices. Its members include managers, editors, writers, graphic and multimedia designers, and marketing and public relations professionals. For more information on the IABC Triangle Chapter, visit <http://www.iabctriangle.org/>.

At MMI Public Relations, Murdock executes strategic PR campaigns through traditional and social media outreach for clients in a range of industries. Murdock demonstrates expertise in social media management for networks such as Facebook, Twitter, LinkedIn, YouTube and blogs. She also frequently edits proposals and blog posts. A graduate of UNC-Chapel Hill, Murdock earned a bachelor's degree in journalism and mass communication.

QUOTES:"We are excited about Kelsie accepting the role of director of marketing for the IABC Triangle Chapter," said Robert Buhler, chairman of MMI Public Relations. "She will contribute in significant ways to this organization just as she does at MMI. IABC is fortunate to have her on board and I am certain she will do great things for them."

NEW MEDIA CONTENT:MMI Public Relations' Twitter account <http://twitter.com/MMIPR>

MMI Public Relations' "Be Heard" blog<http://www.mmipublicrelations.com/blog>

MMI Public Relations' YouTube channel <http://www.youtube.com/user/mmipublicrelations>

MMI Public Relations' Facebook page <http://www.facebook.com/mmipublicrelations>

**ABOUT MMI PUBLIC RELATIONS:** MMI Public Relations is a full-service PR firm based in the Triangle region of North Carolina that helps its clients start big conversations and make powerful connections. With a strong base in traditional public relations, MMI has strategically evolved into a market leader in emerging PR tools such as social media, online video and podcasting. MMI works with firms and individuals in a wide spectrum of industries across the nation. Ranked one of the top PR firms in North Carolina and nationally, MMI is the recipient of numerous awards in the public relations arena and the community, including recent recognition with the 2012 Cary Chamber Small Business of the Year award, based on the criteria of innovation, successful growth, community service and an exceptional work environment. For more information, call 919-233-6600, visit the MMI Public Relations website at <http://www.mmipublicrelations.com> or the MMI Public Relations Blog at <http://www.mmipublicrelations.com/blog>.