

NEW YORK, Oct. 21, 2013 /PRNewswire/ -- Rubenstein Public Relations (RPR) announced today that the firm has recently launched a new agency program to cultivate public relations practitioners at the Senior Account Executive (SAE) level. While RPR has historically staffed its teams with senior professionals, it has sought an increasing number of mid-level practitioners to complement its client strategies grounded in high-profile, volume-based media coverage.

"While our agency continues to lead each and every account team with a senior-level public relations professional with over a decade of industry experience, we identified the need to expand our teams with Senior Account Executives," said President Richard Rubenstein. "We also recognize the opportunity to cultivate the potential of young professionals through our program, which has helped our staff increase by 10 percent since it was implemented."

The purpose of this newly implemented program is to engender proactive and aggressive media placers, allowing them a high-level media platform that will cultivate vibrant career paths at the firm. Senior Account Executives are provided the opportunity to lead accounts in various industries including lifestyle, consumer, and nightlife.

The firm's most recent hires on the Senior Account Executive level are Leslie Norden and Krista Gugliotti

Leslie Norden joins the agency with more than three years of public relations and marketing experience managing consumer accounts in the fashion, fitness, publishing, and health and wellness industries. Prior to joining RPR, Norden was an Account Executive at Krupp Communications, where she managed the agency's largest consumer accounts, including DDP YOGA, Corr-Jensen and EBOOST. She earned a Bachelor's degree in Advertising and Public Relations from the University of Tampa

Krista Gugliatti recently returned to the east coast to join the RPR team after holding a Senior Publicist position at Phyllis Klein & Associates PR in Los Angeles for six years. Gugliatti specialized in the beauty, talent and special events spaces. At RPR, she currently represents a catalog of lifestyle, health and beauty clients, products and services. Gugliatti earned her Bachelor's degree in Communications from the University of Connecticut in 2007.

In addition, RPR recently welcomed two new Associate Publicists, Victoria Tarkhan and Flora Thedan, who will support the senior staff at the firm.

Victoria Tarkhan

, a graduate of Hofstra University

with a Bachelor's degree in Public Relations, began her career at Caryn Kaufman Communications, where she managed the public relations services for companies within the not-for-profit, tourism and political spaces. From there, Tarkhan played a key role at L.E.R. Public Relations for over two years in the fashion, beauty and travel sectors working on campaigns, pitching media and spearheading an array of events. Tarkhan's previous clients include

Etienne Aigner

, SHAUNS California, LXR & Co.,

Rae Francis

and Carolinna Espinosa.

Flora Theden joins RPR with over two years of experience supporting luxury consumer brands. Previously an Assistant Account Executive at Siren Public Relations, Theden worked on a variety of beauty accounts such as Nordstrom Beauty, Kerastase, Shu Uemura,

Nicole by

Nicole Richie

, LORAC Cosmetics and

Sally Hershberger

. She gained a comprehensive understanding of media during editorial internships with *Playboy*

and

*Shape*

magazines before entering the public relations field, and earned her Bachelor's degree in Journalism and Electronic Media from the University of Tennessee

## Rubenstein Public Relations Launches New Program To Build Its Team Of Senior Account Executives

Written by Australian Business

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**About Rubenstein Public Relations** Rubenstein Public Relations (RPR) is a leading full-service agency based in New York that produces high-profile communications campaigns through branding and messaging, media relations, creative and business development services. Our comprehensive strategy, savvy media expertise and proactive approach shapes and markets a brand's core attributes to generate meaningful results for clients. We represent some of the world's most prominent names in the real estate, business, luxury lifestyle, entertainment, technology, healthcare and non-profit sectors. ( [www.ru](http://www.rubensteinpr.com)

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