



Foley **Freisleben** LLC

Communications Counsel

**PAMELA WEISS
HAKAKIAN
SOCIAL MEDIA
STRATEGIST**



Pamela Weiss, FolFry's Social Media Strategist, joined the firm in late 2013. She possesses extensive experience—across a range of industries—designing and executing innovative digital-marketing solutions, as well as implementing smart, integrated social media programs across multiple channels.

Before joining the firm, she was responsible for all online marketing efforts at one of Los Angeles's largest foundations. She led strategy and implementation of digital initiatives which strongly increased the institution's online presence. She also achieved great success with various e-marketing efforts, developing campaigns with targeted messaging, initiating segmentation techniques, and testing. Earlier, Weiss was director of marketing at a technology company where she specialized in website development, digital advertising strategies, e-marketing campaigns, tradeshow strategy and collaboration with cross-promotional partners.

Other experience includes serving as a public relations executive with a residential real-estate developer, as well as marketing director for Barbizon Talent Agency.

Weiss earned her bachelor's degree in business marketing, with a minor in tourism management, from Arizona State University. She also attended the University of Westminster in London where she studied business and marketing.

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Perception drives value.

We drive perception.™

ABOUT FOLFRY

Public opinion—the ability to influence or, where need be, to alter it—is a powerful force.

FoleyFreisleben—or FolFry, as we are commonly referred—is a specialized communications consultancy that excels in building, shaping and managing the perceptions of our clients among targeted constituencies. FolFry is focused. We meld language, messages and images to satisfy specific objectives in narrowly defined practice areas that: drive investor sponsorship; cultivate favorable reputations; align products and services with customers and markets; and mobilize change for social good.

The firm is frequently called upon when reputation stakes are highest. Our clients respect and value the critical thinking and communications “candle power” we bring to every engagement—from routine matters to the most sensitive and complex corporate issues.



**CORPORATE COMMUNICATIONS
INVESTOR RELATIONS
ENTERPRISE MARKETING
SOCIAL RESPONSIBILITY**

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