

Yvette D. Ruffin, APR

Yvette Ruffin is the founder of Yvette Ruffin Marketing Communications, a consulting agency providing strategic communications and public relations advice and counsel to senior executives in both the public and private sectors. She has more than 25 years of communications experience, including media relations, crisis communications, brand development, public affairs and content developing and marketing.

She graduated from the University of North Carolina at Chapel Hill with a Bachelors of Arts in Journalism and began her career as a reporter, including a stint at the Raleigh *News & Observer*. After leaving the newsroom, Yvette worked with several leading communications companies such as Ogilvy & Mather, where she was Senior Vice President of Public Relations. During her time at public relations and advertising agencies, she was instrumental in executing crisis communications and assisting in corporate messaging for various global clients.

Yvette's work has enabled her to provide a wide range of communications expertise to brands ranging from Philip Morris USA, John Deere, Duke University, Cotton Inc., Progress Energy, Duke Energy, Duke Solutions, Kodak, NCDHIC, the City of Raleigh, and more. She is a regular speaker, moderator and participant at conferences, panel discussions, coaching sessions and workshops on public relations. Accredited in public relations by the Public Relations Society of America, she is the past-chair of the North Carolina Chapter of the Public Relations Society of America.