

Erin MacDonald-Birnbaum Receives Smith Publicity Book Publicity Career Achievement Award

Smith Publicity Book Publicist Erin MacDonald Birnbaum has managed more than 300 national book marketing and book publicity campaigns managed over her career

CHERRY HILL, NJ, U.S., April 29, 2016 /EINPresswire.com/ -- Dan Smith, CEO of [Smith Publicity](#), one of the nation's leading [book marketing](#) and [book promotion](#) firms, recently awarded senior publicist Erin MacDonald-Birnbaum with a Career Achievement Award.



When it comes to producing results, she is hands-down one of the top book publicists in the entire publishing industry.

Dan Smith

Birnbaum, Smith Publicity Director of Publicity Strategy, is a nationally recognized book publicist who has managed and implemented more than 300 national book promotion campaigns. Her author media placements include virtually every top radio and TV show, newspaper, magazine and online outlet. She has been with Smith Publicity for nearly 11

years.

“Erin has an unparalleled book marketing track record of securing top media exposure for authors. With relationships and contacts with media every author wants to reach, she is an invaluable resource whose skills and insights are imparted to every publicist on our team,” says Smith. “When it comes to producing results, she is hands-down one of the top book publicists in the entire publishing industry.”

Birnbaum is a graduate of the University of Maryland Baltimore County with a bachelor's degree in photography and minor in art history, with special concentration in graphic design and journalism. She lives in Yardley, PA.

“I was incredibly honored to receive this award,” Birnbaum said, “and touched by the support from the whole Smith Publicity Team. I look forward to the exciting things another ten years in the industry will bring!”

From humble beginnings in a tiny bedroom office with one client, Smith Publicity, with offices in the U.S. and Toronto, has represented more than 2,500 authors with book marketing and book publicity campaigns since the company was founded in 1997.

For more information, visit www.smithpublicity.com.

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