

Top of Mind PR Promotes Emily Briel to Expand Media Relations for Law Firms, Nonprofits & Advocacy Organizations

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Top of Mind Public Relations has promoted Emily Briel to Account Executive, expanding her role in developing public relations strategies that support clients' business development goals. Emily leads traditional and digital media initiatives for the agency's legal, advocacy, and nonprofit clients, helping them strengthen their visibility and reach key audiences.

Working alongside her team, Emily positions clients as thought leaders and keeps them top of mind with the audiences that drive their business. She develops strategic media pitches, press releases, opinion pieces, and award nominations. Through her

relationships with newsrooms across the United States, Latin America, and Europe, she secures interviews, contributed articles, and other meaningful media coverage. These third-party placements strengthen clients' credibility and increase their visibility in search results and AI-generated responses. Emily also supports clients' digital presence through social media content and website refreshes.

"Emily has earned the trust of our clients and colleagues through her strong instincts, strategic thinking, and ability to turn ideas into meaningful opportunities," said Paola Iuspa-Abbott, president of Top of Mind Public Relations. "As our public relations agency grows, we need experienced professionals who understand how strategic media relations, thought leadership, and digital communications can help law firms, nonprofits, and advocacy organizations reach their goals. Emily brings that understanding to every client relationship, and her promotion



Emily Briel, courtesy photo

reflects the important role she plays in our agency's future."

Emily works with attorneys and subject matter experts to translate complex issues into timely stories that resonate with reporters, prospective clients, and the public. Her experience includes public relations for law firms and professionals in intellectual property, tax, family law, trusts and estates, personal injury, labor and employment, and complex commercial litigation. She also supports clients working in sports, media and entertainment, anti-money laundering, national security, women's rights, human trafficking prevention, and government transparency.

"I'm grateful for the opportunity to continue growing at Top of Mind and taking on greater responsibility across our client accounts," Emily said. "I look forward to building on the work we're doing, finding new ways to support our clients' goals, and continuing to grow alongside our team."

Beyond her client work, Emily leads Top of Mind's internship program, which she launched in Summer 2024. She recruits and mentors interns each semester, giving them hands-on experience in public relations, media relations, and digital marketing. The program also helps the agency develop emerging talent as it continues to expand its team and services.

Before joining Top of Mind, Emily gained experience on the public relations teams at Tierney Agency, Foxglove Communications, and Breslow Partners in Philadelphia.

She earned a bachelor's degree in public relations with a minor in Spanish from Temple University and spent a semester studying at the Universidad de Oviedo in Spain. At Temple, she helped launch REFINE Magazine, the university's first independently created publication, serving as a founding member, contributor, and public relations assistant.

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About Top of Mind Public Relations

Top of Mind Public Relations is a distinguished public relations agency dedicated to elevating each brand's visibility and credibility. They craft bespoke communication strategies, blending earned media with digital marketing, executive branding, and social media engagement. Top of Mind's expertise in thought leadership content, including ghostwritten articles and blogs, positions clients as trusted industry voices. From securing national press coverage to expert management of sensitive issues, their award-winning team helps a diverse clientele stay at the forefront of their target audience's minds.

The national team is located in offices across the country, including Miami, Fort Lauderdale, Tampa, Orlando, Jacksonville, Washington, D.C., and Philadelphia. For more information, visit www.topofmind-pr.com or email info@topofmind-pr.com.

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