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Schwartz Media Strategies Hires Obarrio Sanchez as VP and Bennett as Account Exec

Schwartz Media Strategies (www.schwartz-media.com), a Miami-based public relations, marketing and social media firm, has added communications professional **Yanet Obarrio Sanchez** as a vice president and **Julia Bennett** as an account executive.

"Our continued growth in key practice areas has been driven by our focus on adding the right people to our team," said Schwartz Media Strategies Vice President **Aaron Gordon**. "The additions of Yanet and Julia are consistent with this approach. Yanet's decade of experience with some of the largest companies and organizations in Florida, coupled with Julia's media relations and strategic marketing skills, will enable us to maintain our current growth while delivering the high caliber of service our clients have come to expect."

Obarrio Sanchez leads public relations and marketing campaigns for the firm's real estate, hospitality and consumer clients. Prior to joining Schwartz Media Strategies, Obarrio Sanchez spearheaded all public relations and social media efforts for **United Way of Miami-Dade**.

Bennett supports clients account management, proactive media outreach, social media campaigns, and community relations and marketing strategies within the firm's hospitality, consumer and nonprofit practices. She previously held internships at **Treskoi Public Relations**, **The Children's Home Society of Florida** and **Principle Creative, Inc.**