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## Senior Business Journalist Paola Iuspa-Abbott Joins Public Relations Firm Schwartz Media Strategies



Paola Iuspa-Abbott, a veteran journalist with more than 15 years of experience covering South Florida business, has joined Schwartz Media Strategies, one of Florida's largest public relations, marketing and digital media firms. Iuspa-Abbott joins the firm as it continues to expand its capabilities and team of employees serving clients doing business throughout the state and beyond. This growth has fueled the firm's emergence as one of Florida's fastest-growing PR agencies, having experienced annual revenue growth in the neighborhood of 25 percent for five consecutive years.

Iuspa-Abbott comes to Schwartz Media Strategies after a successful career as an award-winning journalist in several of South Florida's most prominent newsrooms. Most recently, Iuspa-Abbott was a business reporter for the Daily Business Review, where she covered real estate, law and finance for the past decade. She also worked as a business reporter for the South Florida Sun-Sentinel, Miami Herald,

South Florida Business Journal, Miami Today and the Courier Journal in Louisville, KY.

In her new role as director of media relations at Schwartz Media Strategies, she will be charged with enhancing the firm's relationships with domestic and international media while implementing publicity and marketing campaigns on behalf of the firm's real estate, law, hospitality, financial, municipal, cultural arts and consumer clients.

"Paola has been covering South Florida's changing landscape as well as anyone over the past 15 years, and her expertise lies in what drives our region's business and civic communities," said Tadd Schwartz, president of Miami-based Schwartz Media Strategies. "Her experience is aligned with the role our firm plays in counseling and partnering with our clients. It's rare that someone with Paola's background and knowledge comes along, and we expect her to add invaluable insight to our clients' international and domestic media relations and marketing campaigns from day one."

Schwartz Media Strategies was recently recognized among the largest public relations agencies in South Florida by the South Florida Business Journal and among the top three public relations firms in the Daily Business Review's annual "Best of" feature. The company was also recognized among the South Florida region's "Best Places to Work."

The past year has seen the firm expand its team of public relations practitioners to 14, while adding a number of new clients, including Walmart, Jones Lang LaSalle, the InterContinental Miami, Miami Science Museum, Melo Group and Pinnacle Housing Group.

A native of Argentina, Iuspa-Abbott brings strong ties with Latin America and the ability to culturally connect with the firm's international clients. She will also help the company reinforce its relationships with media outlets throughout the Americas.