Caitlin Ryan

Caitlin Ryan is an Account Supervisor on the Public Relations team at Mower, one of America’s largest privately held full-service advertising, marketing and public relations agencies. She is responsible for developing public relations strategies for clients, including media relations, content marketing, social media, influencer marketing and event activation. She serves clients in a range of industries, including health and wellness, travel and tourism, and B2B.

In addition to client work, Caitlin is passionate about mentoring the next generation of public relations professionals. She serves as an adjunct lecturer at the University of North Carolina at Charlotte where she teaches Public Relations Writing, runs the public relations intern program at Mower and served as chair of the Public Relations Society of America (PRSA) Charlotte New Professionals from 2017-2018.

Prior to joining Mower, Caitlin worked at a healthcare marketing agency in New York as a media strategist where she developed paid, owned and shared media strategies for hospitals and physician practices.

Caitlin earned a M.S. in Public Relations from Quinnipiac University and a B.A. in Communication Studies with a concentration in Journalism from the State University of New York at Cortland. She currently serves on the board of PRSA Charlotte.