**Simone McDowell,** **Partner & SVP of Communications, Magenta Communications**

Simone McDowell is a public relations and communications professional with nearly 20 years of experience. During the course of her career, she has worked with city, quasi-city, government, agency, nonprofit and higher education industries focusing on public relations, marketing, media relations and more in large and small markets.

She is currently thePartner & SVP of Communications at Magenta Communications, a boutique PR agency based in North Carolina, that helps entrepreneurs, small businesses and organizations through strategic public relations, content creation and social media that enhances brand recognition and impacts business outcomes.

Magenta Communications believes in boldly showcasing clients with balance and harmony. McDowell says “it is quite satisfying to help clients effectively communicate their business or organization to their target audience and the media, for maximum exposure.”