Buchanan Public Relations

Emily Geesaman Review

January 25, 2012

**Overall:**

* Settling into groove with internal procedures
* Get along well with teammates; enjoy opportunity to work with everyone on various accounts
* Less stressed now that Orleans is behind us

**Strengths:**

* New ideas
* Strategy; able to think big-picture
* Work well with other team members
* Develop good rapport with client contacts and vendors

**Areas to Improve:**

* Social media skills
* Become more active in searching for new business
* Become more adept at writing for various audiences (tweeting v.s. white paper)
* Developing written materials more quickly

**BPR**:

* Could use more direction
* Having Emily help oversee some of the decisions / review materials is helpful