

AWARDS FOR EXCELLENCE IN **PUBLIC RELATIONS 2020**



Young Communications Professional Of The Year



Fiona Hanna, MPRII, Senior Communications Manager, Jago and Emer Faughnan, Managing Director – Media Division Ireland, Kantar.

This award recognises outstanding performance by a young communications professional (aged 28 or under on 01 January 2020)

Winner

Fiona Hanna

Company

Jago

Title

Director

Biography

Growing her career from intern to Director at Jago in less than five years, Fiona is a passionate, driven PR practitioner delivering successful, impactful campaigns for a range of clients.

Fiona has helped Jago grow locally, nationally and internationally, as well as opening and leading Jago's first Dublin office in 2018. With a focus on strategy, insight and creativity, Fiona has driven a full range of award-winning campaigns for both corporate and consumer clients, from multi-million-pound brands to local homegrown businesses.

Setting clear goals throughout her career, Fiona is enthusiastic and focused on her own development and learning to deliver measurable commercial value for her clients. From influencer campaigns to crisis communications, she is committed to staying ahead to offer the best service to clients.

In 2017, Fiona also launched Jago's CSR programme #TheGoProject, using her role to give back to the community in which she works, delivering the first pro-bono PR seminar to over 25 non-profit organisations. Fiona also enjoys networking and learning from colleagues within the industry, as well as working with Universities and students to share her experience and career journey to date.

As Jago grows, Fiona plays a key role in developing the team, including wellbeing and team morale initiatives, managing agency awards and internal training programmes.

Fiona has worked with the likes of Gilbert-Ash, Tourism Northern Ireland, Stena Line, Balloo Inns Group, JN Wine, Rankin Selection, The Momentum Group, OFTEC, Autoline Insurance and HLM Architects, among others.

Citation

Fiona greatly impressed each one of our Jury from the outset, because of her drive, breadth of experience and her contribution to Public Relations. As well as being hard working and client-centred, she demonstrated strategic thinking with a strong business acumen. Confident and self-aware, Fiona showed commitment to life-long learning.

Fiona displayed strong appreciation of the challenges and opportunities for the future of Public Relations and genuine passion and commitment to ensure Public Relations is centre stage in the communications mix. Her commitment, experience and insights reassured the Jury that this young professional will indeed be a future leader for our profession across Ireland, and beyond.

KANTAR

PARAGON



RUEPOINT MEDIA