



**B I S S O N**  **B A R C E L O N A** LLC  
*A Unique Image is critical*

*Specializing in High Visibility Public Relations  
 and Image Management Services  
 for Authors & Entrepreneurs*

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## Traci Bisson, Bisson Barcelona LLC



Traci Bisson is the senior publicist at Bisson Barcelona, an independent, high-visibility public relations firm with clients in North America and Europe. The company specializes in publicity and image management services for authors, celebrities and entrepreneurs. Traci has more than 12 years experience in marketing and public relations, and five years of literary experience. She has worked with individuals and companies in all stages of growth.

As the senior publicist, Traci is responsible for managing the publicity team and campaigns from beginning to end. She monitors budgets and return on investment for clients. Traci develops and researches publicity plans as well as handles design and layout of identity kits.

Traci earned her bachelor of science degree from the University of New Hampshire. She also studied fashion merchandising at McIntosh College.

### Traci's media placements include:

- Family Circle
- Financial Times
- Executive Excellence
- Insight Magazine
- Leadership & Organizational Development Journal
- Sales & Marketing Management
- Training Magazine
- 1 to 1 Magazine
- American Executive
- CRM Magazine
- The Boston Herald
- Boston Business Journal
- Chronicle/ WMUR TV Channel 9

Through her various positions as the marketing manager/director of international companies, Traci has interfaced with people around the world from many different cultures. Her travels have taken her to Taiwan, China, Puerto Rico, Canada and throughout the United States. She has been instrumental in helping companies grow from start up to several million dollars in revenue through effective sales and marketing, product placement and lowering operating costs.

As a published writer, Traci has written articles on book publishing and promotion, how to get free publicity, marketing, business planning, writing news releases and other topics. Her articles have appeared in many publications including *Country Business Magazine*, *Xlibris* (NH Writer's Project Newsletter), *Portsmouth Herald*, *ProSales Magazine*, *Women's Business Boston Journal*, *NH Business Review*, *The Value Proposition Newsletter*, *Business Beat*, *Business Network International Newsletter* and *Arrington's Bed & Breakfast Journal*.

Traci is dedicated to her family and her work, and spends her days living life to its fullest. Her two beautiful sons and supportive husband bring balance to her life.

Client Philosophy/Favorite Quote: "Do good by doing good." - Many People

To reach Traci, please call 603 664-5776 or email her at [traci@bissonbarcelona.com](mailto:traci@bissonbarcelona.com).