

# Who we are.

## **Sean Rossall**

### **Senior Account Executive, Fiona Hutton & Associates**

A product of the new media revolution, Sean Rossall is our media relations and tech-savvy social media specialist. He connects our firm's clients to winning strategies that maximize the value of traditional media relations, while harnessing the power and immediacy of social media.

Mr. Rossall's in-depth knowledge of the constantly evolving communications landscape, his extensive relationships and his reputation as an insightful strategic partner with clients have made him a sought-after media relations expert. He also is known for his tenacious development and implementation of strategic communications plans for a broad and diverse list of clients – from large publicly traded companies to political campaigns. He has a proven talent for developing thoughtful, timely and adaptable communications programs that allow clients to overcome their communications challenges and achieve their goals.

At Fiona Hutton & Associates, he's led the teams for a wide range of clients, including Clear Channel Outdoor – Southern California and the City of Hermosa Beach. In 2010, he spearheaded the media relations and innovative social media programs for the "[Yes for State Parks](#)" campaign (Proposition 21). In this capacity, Mr. Rossall was instrumental in developing strategy and overseeing the day-to-day management of all aspects of communications, from messaging to serving as a public spokesperson for the campaign.

Throughout his career, Mr. Rossall has worked extensively with international, national and regional media. He has the relationships, expertise and strategic foresight to capitalize on today's 24/7 news cycle and deliver a client's messages to the right audience at the right time through the most effective communications platforms. Moreover, his extensive knowledge of social media communications has made him a trusted advisor for strategies to integrate traditional media relations and communications programs with the emerging power of social media channels.

Prior to joining Fiona Hutton & Associates, Mr. Rossall served as the corporate media relations and social media specialist at BWR Public Relations, where he handled a variety of clients, including former Vice President Al Gore's "Current TV." As a media relations strategist, he helped clients develop pro-active campaigns and place stories in a variety of media outlets, including *The Wall Street Journal*, *New York Times*, *Los Angeles Times*, *USA Today*, Associated Press, ABC World News Tonight, Nightline, CNN, Fox News, CNBC, NPR and many others. In addition to his client responsibilities, Mr. Rossall oversaw the establishment of agency-wide standards focusing on successfully integrating social media with corporate communications plans.

He gained experience in political campaigns as the founder of his own political campaign and communications consultancy, as a deputy field manager for President Barack Obama's presidential campaign and as a member of the team at Cerrell Associates, which led campaigns for local and countywide ballot measures.

Mr. Rossall also served in former California Gov. Gray Davis' communication and administration offices and was a member of the California Department of Education's Advisory Commission on Special Education.

A lifelong Southern Californian, Mr. Rossall graduated from Occidental College in Los Angeles with a B.A. in History and Politics. He received his M.A. in Strategic Public Relations from the University of Southern California, Annenberg School for Communications, with an emphasis in media strategy, crisis communications and social media.