

## **Jocelyn Hecht Biography**

Jocelyn Hecht joined Bloom, Gross & Associates, Inc. as an Associate in 2001, contributing close to 10 years of experience in executive recruiting, public relations, and promotions to the firm's public relations practice.

Currently a Sr. Associate with the firm, Jocelyn has established long-term partnerships with many of clients of Bloom, Gross & Associates, representing top Chicago PR agencies, Fortune 500 companies, and non-profit organizations as well as clients across the country. Additionally, she has been recognized with the firm's top performer award four times, in 2004, 2005, 2006 and 2008.

Before joining BG&A, Jocelyn spent three years as a Senior Recruiter with an executive search firm specializing in the placement of senior level executives in the areas of public relations, sales promotion and advertising. During her tenure, Jocelyn completed numerous successful placements for such clients as 141 Worldwide, Weber Shandwick, Grant Jacoby, Merchandise Mart Properties, Accenture and Wunderman, among others. Her other responsibilities included staff supervision, team growth and new business development for the firm, successfully adding 15 new clients to the firm's roster.

Prior to recruiting, Jocelyn began her career with two of Chicago's premier agencies; Edelman Public Relations Worldwide and Wunderman Chicago, where she served in a client service capacity. During her time with these agencies, she worked with a variety of clients, including StarKist Tuna, Heinz Pet Products (9-Lives Cat Food and Cycle Dog Food), and Taco Bell. For her clients at Edelman, Jocelyn was responsible for strategy and planning, media relations, event management, client relations, budget management, and the selection and hiring of spokespeople. She was the lead on the StarKist account during the reintroduction of Charlie the Tuna across the country, landing premiere media hits such as the Today Show, Wall Street Journal and The Tonight Show with Jay Leno, as well as many local affiliates. At Wunderman, Jocelyn managed both national and local promotions for Taco Bell. One such promotion was Taco Bell's first-ever in-store sweepstakes, held in conjunction with the re-release of Star Wars.

Jocelyn received her Bachelor of Arts in Communications from Bradley University in Peoria, IL with an emphasis in Public Relations and Advertising.